

New look for the HOBART website

- In the frame of restructuring the website, a completely new structure was developed for improved presentation of the contents.
- Short, informative texts provide interesting facts about the HOBART product portfolio: technology, advice, support.

Offenburg – With a fresh look – modern, dynamical, and user-friendly: True to the principle “find quickly what is relevant for you”, the HOBART Internet presence presents itself in a modern design. A number of improved functions help you to quickly immerse yourself into our product world. Interactive and with a large number of pictures and videos, it will give you easier access to detailed information about warewashing, cooking, prepping, and the disposal of food residues – from planning to implementation.

"On our new website, we make a wide range of information available to our customers. Our aim was to give the users an intuitive platform for quick and easy orientation. I think that we made a very good job of it. Our new cleaning agents shop, the new way of addressing our customers, and the optimised download area are only some of the elements which, combined with the high technical performance, make using our new website even more attractive," says Sales Director Manfred Kohler.

High performance on all devices

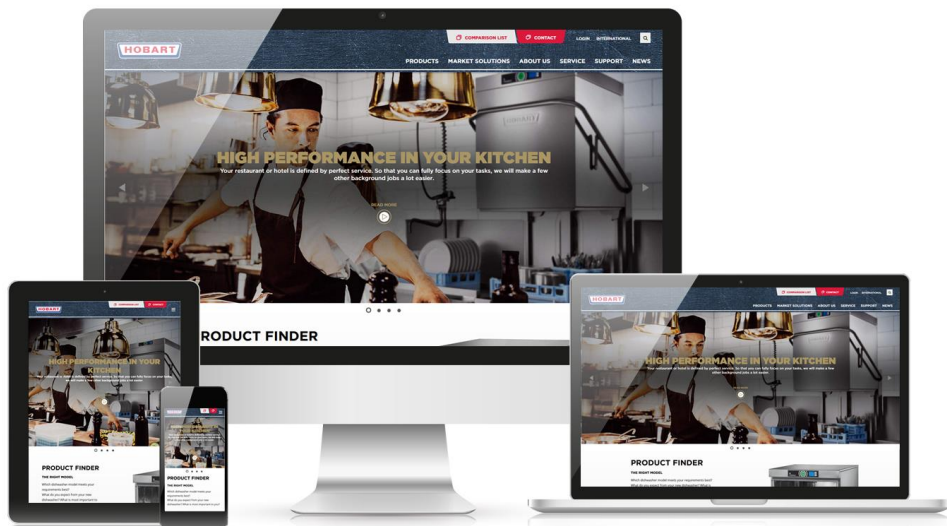
When refurbishing the website, the priority was not only on the modern design but also on the optimisation of technical features and content. Straight-forward navigation improves the focus on the core topics and provides a clear view of the products and branch-specific solutions. The website also automatically adjusts the graphical representation to the respective end device, so that you will comfortably see all the content on the tablet computer or smartphone. As usual, the refurbished News tab on the website as well as the Newsletter will keep all

users updated about new products, innovations, trade show attendance, and current events.

The new HOBART website can be reached under the domain:

www.hobart-export.com

Press images:





Caption:

Everything is new – in the HOBART Web: The new website appears in a cool, fresh look with a large number of improved functions.

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On HOBART:

Based in Offenburg, Germany, HOBART leads the world market in commercial warewashing technology. We serve customers such as hotels, restaurants and caterer, bakeries and butcheries as well as supermarkets, airlines, cruise ships, automotive suppliers, research centres and pharmaceutical companies across the world. HOBART develops, produces and sells warewashing and cleaning, cooking, food preparation and waste treatment appliances and systems, and employs around 6,900 staff members across the world, 1.000 of them in Germany. HOBART is a subsidiary of the US Illinois Tool Works (ITW) Group, which manufactures and sells a variety of products; the group has a staff of 51,000 employees in 800 autonomous companies in 56 countries.

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