

Best foot forward!

Internet sites redesigned for launch of the three new Buderus Edelstahl companies

"Does he have a convincing presence?" asks whether someone is both plausible and credible. The same applies to companies. With this in mind, Buderus Edelstahl has always had a "presence" throughout its long history. But now the possibilities have expanded. It is now essential to have an Internet presence. A good homepage, one that is visually attractive and informative, requires maintenance to ensure it is functional, attractive and up-to-date, so that it remains a genuine source of information for its target groups, and engages sympathetic interest.

Adapting the web sites to Böhler-Uddeholm

Now that the three Buderus Edelstahl companies have been established under the common umbrella of Böhler Uddeholm, it was also necessary to adapt the website. This involved adopting the standard solution of the Red Dot editorial system of the Böhler Uddeholm Group, both in structure and design and in technology, for reasons including uniform corporate design. This framework had to be adapted in detail to the requirements of Buderus Edelstahl.



Balanced composition of team

An editorial team was formed comprising Frank Agel (Billet Sales department manager), Dirk Bockholt (Tool Steel Quality Planning), Christian Jung (Marketing and Advertising manager), Alexander Jakob (Personnel Controlling) of Buderus Edelstahl, and Michael Nitschke from the IT service provider Intesy. Ulf Wisén and Kilian Wagner acted as coordinating project

managers for Böhler Uddeholm. When a user-friendly, informative and attractive design had been agreed with senior management in the first months of 2006, the associated style guide was developed for it. The fundamental structure is the same for each of the three companies, yet reflects their individual identity.

After a few weeks, Intesy had adapted and implemented the new design guidelines for the system. The team attended a



New homepage for Buderus Edelstahl GmbH

workshop on site in Vienna on 28 and 29 March 2006 to familiarise themselves with all the functions of the new system, generate initial pages, and update with new content. This meant that the individual functions of the menu and the templates behind them had to be discussed, created and tested.

Clear navigation

The result is three emotionally appealing, aesthetically striking key visuals on the homepage that catch the eye for the company concerned. The user can immediately access the content of the sub pages. For example Buderus Edelstahl has the menu items Company, Products, Information, Jobs and careers, and Contact. At the top right-hand edge of the picture you can select in the meta navigation bar the Site

map, the Link to the other companies, and Language. The copyright, imprint and quick contact are located at the foot.

After this initial navigation level, the page is divided into three – on the left a submenu selection, in the centre the content frame for the content, and on the right a picture or a news frame. The colours have also been carefully considered: Buderus Edelstahl blue and orange are the primary colours, with additional colours for subordinate content to aid orientation. A limited range of typefaces and sizes has been agreed on so as not to distract users' attention. Although this is by no means the end of the process, this website is now a credible presence for Buderus Edelstahl. The navigation guide makes it easy for all users to acquire information rapidly. The satisfactory progress of work on the system to date is principally due to the constructive attitude of the team. After the work-

shop, the new content was added within three weeks, replacing the previous SixCMS with the Red Dot. The new website was finally launched punctually with the start of the new companies.



www.buderus-steel.com



Typical sub-page layout in the new system

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