

## Saurer's new website: clear, intuitive and responsive

Wattwil, 25 June 2019

**ITMA 2019 marks the start of a new era for Saurer. Our new website in our fresh corporate design went live to coincide with the start of the exhibition. Customers and stakeholders can find the desired products, services and company information in a few easy navigational steps. The site's new structure and appearance reflects a modern company with a focus on digitalisation. Using our streamlined site, visitors will be able to gain a clear overview of what we have to offer – comprehensive, tailored solutions that include far more than just machinery.**

Through dedicated teamwork, it was possible for us to relaunch the group's website on 18 June 2019 after just a few months. Saurer had launched the previous version of the site six years ago and this was the opportune time to reinvigorate our web presence in line with our new customer-oriented strategy. Intuitiveness was a major factor in the conceptualisation of the new layout – this ensures that users can find the desired information with ease.

Visitors to our revamped website will notice that Saurer's products and services are organised according to application and systems. This highlights our commitment to providing customers with fit-for-purpose solutions for the processing of fibre and yarn. Clients will also be able to access our service offerings: Sun – Service Unlimited, the online customer portal Secos as well as the new training portal Saurer Academy.

With Saurer's repositioning, it is vital for all our stakeholders to understand where the group is heading in terms of strategy and how we aim to achieve our vision. This is why we have included our purpose story and core values for the first time.

Aside from offering users a highly visual experience with integrated picture galleries and a range of image, training and product videos, the responsive design we have adopted means that the website is displayed optimally on desktop computers and handheld devices.

“Our aim was not just to give the site a facelift, but to ensure that it met state-of-the-art technical standards in order to be prepared for the future. A website is always evolving – Saurer is a dynamic company and we will keep improving the site step by step and adding new content on a regular basis to ensure our customers, investors and applicants can stay up to date,” explains Silke Maier, Saurer's Senior Corporate Communications & Marketing Manager, who headed the relaunch.

# SAURER.

We invite our customers and anyone else with an interest in Saurer to visit our new website now and in the future – be sure to check in frequently to find out about our most recent innovations, exhibition dates, vacancies and other developments.

## Media relations

Simona Gambini  
Head of Corporate Communications  
T +41 79 425 37 32  
media@saurer.com  
www.saurer.com

## About Saurer Group

Saurer Group is a leading globally operating technology group focusing on machinery and components for yarn processing. As a company with a long tradition, Saurer has always been a leader in innovation. Today, Saurer comprises the two segments Saurer Spinning Solutions and Saurer Technologies. Saurer Spinning Solutions offers high quality, technologically advanced and customer-specific automation solutions for processing staple fibre from bale to yarn. Saurer Technologies specialises in twisting and embroidery as well as engineered and polymer solutions. With annual sales revenues of EUR 1 175 million, 4 700 employees, and locations in Switzerland, Germany, Turkey, Brazil, Mexico, the USA, China, India and Singapore, the strongly growing group is well positioned to serve the world's textile industry centres. Saurer is listed on the Shanghai Stock Exchange (securities code: 600545). [www.saurer.com](http://www.saurer.com).



The new Saurer website displays optimally on any device.

---