

*Press release*

## **Berkenhoff Website takes on a new look**

**A new user-friendly design and a broader spectrum of content – these are just a few of the features on the new website of Berkenhoff GmbH. At [www.bedra.com](http://www.bedra.com) you will find a comprehensive range of high-tech precision wires for spark erosion, welding and brazing, electronic components and wire specialties.**

With its new website, the world's market leader in the field of precision wires now offers the market a modern and clearly designed navigation tool to access detailed information about its extensive product portfolio. A new content management system allows for continuous updating of the four product fields which include bedra EDM, bedra Welding, bedra Specialties and bedra Electronics. In addition, a wide-range of downloadable product data is available online, providing a more robust presentation of solutions and advisory services. A news and service information area covers the latest press releases, product updates and brochures which can be quickly and easily accessed.

“Innovative product offerings need to be presented in a visually attractive and informative way via all communication channels“ explains Jürgen Ehrentraut, Marketing Manager of Berkenhoff GmbH, thus the reason for revising the website. “The new website makes finding relevant information easier and quicker. Anybody who is searching for information on technically complex products , does not want to spend much time dealing with marketing campaigns and slogans, they simply need quick answers to their questions“, emphasizes Mr. Ehrentraut.

In addition to a new, clear design, the menus on each page allow quick access to all product groups and offerings. A search function allows the user to quickly locate terms and offers contained within the site. The new website is easy to navigate even for visitors who are not yet familiar with the bedra brand and products.

End user applications and recommendations including assistance in using the wire in the fields of bedra Welding and bedra EDM, a detailed company presentation as well as interesting facts about research and development are also available on the new bedra website .

Additionally, the new website provides links to the responsible individuals in each respective product group or sales area. For all requests, the user will be able to locate the appropriate contact person with photo, telephone number and e-mail address.

“We recommend that you regularly visit [www.bedra.com](http://www.bedra.com)“, adds Roman Meinhardt from bedra - marketing and the architect of the new site. “The editorial team will continuously update the new system in order to expand our product and application content as well as share the latest news from Berkenhoff“, added Mr. Meinhardt.

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