SÜDPACK

Press release

SÜDPACK also sets standards with its communication

A new design, simple navigation and real added value: SÜDPACK has been online with its new website since January 2022, one that sets new standards in communication, particularly in terms of user-friendliness and the depth of information. The goal of the website relaunch is to provide a special kind of information experience – and to also adapt the positioning of the SÜDPACK brand due to the sharp changes in market requirements.

Throughout the ambitious relaunch project, the basic idea of the customer journey was the primary focus. The new online concept is therefore based on a brand-new page structure with an intuitive, simple user interface and appealing content that is easy to reach.

Navigation through the main pages and subpages is clear, logical and self-explanatory. Special attention was paid to making sure that all of the subpages have clear descriptions so website visitors can be led directly to the desired content while also being animated to visit additional pages.

Simple product filters make it easy to find specific products for a wide variety of applications – and lead to the desired destination with just a few clicks. It is possible to filter by application or product group and also based on the packaging system or sustainability aspects. For example, it is possible to search for packaging solutions for sausage, meat, vegan products or dairy products. If visitors are more interested in sustainable packaging concepts, they are specifically redirected to the subpages that focus on sustainability. Moreover, it is also possible to search for films with specific features, such as whether they are resealable, peelable or offer barrier functions.

In addition to an attractive company page (www.suedpack.com) that focuses particularly on sustainability, the new presence offers three additional areas:

film solutions for food (www.food.suedpack.com), technical films and compounds (www.ffc.suedpack.com) and film solutions for the medical and pharmaceutical industries (www.suedpack-medica.com).

The heart of a website is basically always its content. Because “in the digital world, attractively presenting your product and service portfolio is no longer enough. Content is the key to success and added value for our customers is our goal,” explained Valeska Haux, VP Strategic Marketing at SÜDPACK. “Which is why we have created a great deal of new content in order to engage visitors with our specialist knowledge and industrial expertise, our pioneering solutions and also our passion for everything we do.”

An optimal user experience is not only provided by improved navigation and appealing content, but also by a harmonious design concept. The focus while planning the new website was therefore most particularly on its layout, which now very much does justice to the brand SÜDPACK. Harmonized design elements, clear structures, concise key points and visual accents provide a better overview of product options.

Yet another highlight is the news teaser for a quick overview. It features current press releases as well as exciting product and market developments.

About SÜDPACK

SÜDPACK is a leading manufacturer of high-tech films and packaging materials for the food, non-food, and medical product industries. Our solutions ensure maximum product protection as well as additional pioneering features with minimum material input.

The family business, which was founded by Alfred Remmele in 1964, is headquartered in Ochsenhausen. Production sites in Germany, France, Poland, Switzerland, the Netherlands and the USA are equipped with the latest plant technology and manufacture to the highest standards, including the capacity

to operate under clean room conditions. The worldwide sales and service network ensures a high degree of proximity to the customer and comprehensive application technology support in more than 70 countries.

With its state-of-the-art Development and Application Center at its headquarters in Ochsenhausen, the innovation-oriented company offers its customers an optimal platform for carrying out application tests and for developing individual and tailor-made solutions.

SÜDPACK is committed to sustainable development and fulfills its responsibility as an employer and towards society, the environment, and its customers by developing packaging solutions that are unparalleled in their efficiency and sustainability.

www.suedpack.com

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