

## Press Information

### **4B Provides a Clear View with CONTENTS**

*Munich, 12/01/2010 – The Swiss market leader for high-quality wood/aluminum windows and facade systems has completely revised its website and relaunched it on the Content Management System CONTENTS. The timeless and classic web presence was designed and fully realized by the Swiss CONTENTS partner nextage.*

As the Swiss market leader for high-quality wood/aluminum windows and facade systems, the company 4B ([www.4-b.ch](http://www.4-b.ch)) places great importance on aesthetically appealing online communication. In the context of the corporate website's visual relaunch, 4B opted for the CMS technology of CONTENTS.

For a business with many different target groups such as end consumers, architects, and facility managers, it is important to address these target groups with the content they expect. Through the structured set-up of CONTENTS separate areas for different target groups are very easily created and administered. While structured in a similar way the target groups each come with their own targeted content. End consumers, for example, find different product information under the menu item "Downloads" than facility managers, since they are each based on individual requirements.

In addition to the smooth implementation of all requirements, the user-friendly graphical interface was a key factor in choosing CONTENTS. Jan Keiser, Brand Manager at 4B, stresses the importance for his business: "Our website is often the first contact point for interested persons and customers and thus our most important business card. Therefore, it is our aspiration to always stay on the cutting edge of things. With CONTENTS we manage this very easily."

Conception and redesign of the web presence were realized by the Swiss CONTENTS partner nextage ([www.nextage.ch](http://www.nextage.ch)) who was also in charge of the technical implementation.

### **About 4B**

4B is the Swiss market leader for high-quality wood/aluminum windows and facade systems. The company's success story ([www.4-b.ch](http://www.4-b.ch)) reflects its continued

efforts for improvement, as well as the persistent search for new ideas and possibilities, always willing to embrace customer needs and the market development.

The company produces more than 100,000 window units every year and generated a turnover of over 160 Mi. CHF in 2009. In addition to end consumers, 4B's customers include architects, housing cooperatives, real estate administrations, general contractors, banks, insurance companies, and public authorities. 4B is based in Hochdorf (Lucerne), Switzerland, and has various modern production plants at the headquarters.

## **About nextage**

nextage ([www.nextage.de](http://www.nextage.de)) develops individual internet solutions for medium- and large-scale enterprises in various industries. In addition to conventional project services, they have also developed their own products. That's how the webcast and live streaming product nextage.live was born, revolutionizing the online communication from a marketing perspective. With the three in-house core competencies consulting, design, and technology, nextage develops projects in many different areas of online communication. nextage's solutions include websites, CMS projects, webcasts, streaming, newsletters, applications, and shops.

## **About CONTENS Software GmbH**

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs.

Its line of products meets the demands of businesses from small online editors to international companies. With the help of CONTENS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENS, such as Adecco, Böllhoff, Brose, Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck Society, McDonald's Deutschland Inc., manager lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens mobility, the City of Biel, T-Mobile und UniCredit Direct Services.

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