

## Press Information

### 22 Country websites in one CMS – Böllhoff runs on CONTENTS

- **The connection- and assembly technology specialist Böllhoff relies on CMS technology from CONTENTS for their worldwide re-launch**
- **22 country websites in one clearly arranged interface**
- **Conception and realization through Elephant Seven**

Munich, 08.12.2008 – Böllhoff, an international, family run group of fastening and assembly technology companies, is using the content management platform from CONTENTS within the scope of an international re-launch. The bilingual company website was re-launched under [www.boellhoff.de](http://www.boellhoff.de), and under [www.boellhoff.com](http://www.boellhoff.com) the international portal, which will contain within the next two years all of the 22 country websites.

#### **CONTENS facilitates work for editors**

In a comprehensive selection procedure with many well known CMS providers, the project managers at Böllhoff decided on CONTENTS. The decisive factors were, among others, the easy modular expandability as well as the quick-to-learn user interface from CONTENTS. In this way, specific applications, such as the complete product catalog or the extensive range of services offered by Böllhoff are easy to create and maintain. The clearly structured user interface enables editors without programming knowledge to create content and publish quickly. According to Mr. Stefan Stübbe, the Technical Project Leader at Böllhoff: “Through the many intuitive functions, our employees are able to save valuable time working with CONTENTS.”

#### **Multinational web presence – easily realized**

A further aspect for the selection of CONTENTS was the integrated administration of numerous country websites within one installation. Each website can be created in many language versions. Within the editors interface from CONTENTS, all the country websites and language versions can be accessed and maintained quickly. The sophisticated rights system ensures that only the editors with sufficient rights have access on particular country or language versions.

### **Project realization with Elephant Seven**

The CONTENS partner, Elephant Seven, (Bielefeld, [www.e-7.com](http://www.e-7.com)), conceived the new network architecture and took over the realization of the whole project.

### **About BÖLLHOFF**

BÖLLHOFF – an international, family run group of companies in fastening and assembly technology – a strategic partner for the innovative enterprise.

Their goal is the active support of the whole value chain of Böllhoff customers. Böllhoff offers consulting, development and supply services covering a wide range of application-specific fasteners designed for industrial processes and the related assembly processes worldwide.

Böllhoff focuses on the aims of the customers: combining modern materials and construction methods, cost effective procurement, stocking and supply, and the reduction of the assembly times and costs.

The Böllhoff slogan: Joining together!

In the financial year of 2007, circa 2000 employees achieved a turnover of around 420 million Euro. A network of 41 companies in 22 countries, as well as agents on 5 continents ensures proximity to all important markets.

### **About Elephant Seven Bielefeld**

Elephant Seven Bielefeld is a full service provider in the field of new media and specializes on the conceptual design, realization and ongoing updating of extensive websites in the segments of e-marketing and e-business.

With 65 regular employees, a range of services in the whole online value chain and customers such as Allianz, Boehringer Ingelheim, Deutsche Post, DocMorris, Böllhoff, dSPACE, Dr. Oetker, FSB, Flötotto, Simonswerke and TROX, the company is one of the leading online agencies of the region and belongs in the Pixelpark AG top 10 agencies in Germany.

### **About CONTENS Software**

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.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS, such as Adecco, Biotest, Blanco, Brose, the Concordia Insurance group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, Mövenpick Hotels & Resorts, the MVV Energie AG, the Oettinger Imex Group (among others „Davidoff“), Ratiopharm, RTL, the Schwyzer Kantonalbank, Siemens Mobility, the town of Biel, and T-Mobile.

## **Further information**

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