

## Press Information

### **Ruhstrat launches new, user-friendly online platform with CONTENS**

*Munich, 06/30/2010 – The long-established technology provider Ruhstrat has launched its web presence based on the Content Management System (CMS) CONTENS. The company now relies on efficient online communication, thereby improving its customer orientation.*

The internationally acclaimed Ruhstrat GmbH not only provides leading-edge technology, but also places the focus on an intensified customer orientation. The online platform [www.ruhstrat.com](http://www.ruhstrat.com) offers users a new, attractive design and impresses particularly with a well-arranged, clear structure.

The website navigation leads users to the main product lines of Ruhstrat and to the corresponding home pages for industrial furnaces, transformers, emergency power supply / safety lighting, and terminals / sockets. A colored guiding system facilitates user navigation through product-line-related colors indicating which area the user is currently browsing. Simplified contact forms provide a fast and direct communication channel for customer questions. Another customer service feature: All documents can be retrieved in special download areas of the product pages.

The relaunch with CONTENS also proved very user-friendly for [ruhstrat.com](http://www.ruhstrat.com)'s editors. Thanks to the CMS's intuitive usability, they can independently administer the website's content at any time. Since the content is reusable on various product pages in customized designs, the administrative effort is also considerably reduced.

Andreas Möbus, head of marketing at Ruhstrat, is happy with the editors' fast adjustment to the new system: "It is particularly pleasing that within a very short time we are already effectively working with the system and are able to update our website with no extensive training being required." The relaunch was planned and implemented by the web and advertising agency JiveMedia.

### **About Ruhstrat**

The Ruhstrat GmbH is a modern, medium-sized family business with a long tradition. Founded in 1888 by the brothers Adolf and Ernst Ruhstrat, now ma-

naged by Andreas Ruhstrat in the fourth generation, Ruhstrat GmbH has for decades been an internationally acclaimed electrotechnics company.

Ruhstrat is a technology provider covering the segments of electrical engineering and special machines. Ruhstrat manufactures non-standard products, but individually tailored to the needs of the customer leading edge technology.

The electrical segment includes the product focus power transformers, voltage stabilizers, variable transformers, power resistors and emergency power supply / safety lighting. In the segment of special machines, in particular heat treatment facilities for laboratory and industrial applications are manufactured.

## **About JiveMedia**

JiveMedia is a full-service advertising agency with headquarters in Mannheim, Germany. The company develops strategically sophisticated concepts as a basis for sustainable brand management in the field of classical advertising and new media. JiveMedia's service range covers all communication channels. Services of JiveMedia include Corporate Design, Corporate Communications, Web Development and Ecommerce Solutions.

## **About CONTENS**

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 and Uni-Credit Direct Services.

**Further Information**

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