

Press Release

Relaunch of the Naber website: convincing features in the completely redesigned Internet presence!

Naber launches its new website! With the GO LIVE on Wednesday, 06. September 2023, the Nordhorn-based full-range kitchen accessories supplier was ready for business: all set with a fresh layout, diverse new functions and the extensively revamped webshop!

The complete redesign of the website impresses with a multitude of interesting features. From the clear menu navigation to the comprehensive, yet always well-structured information offer and the advantageous user-friendly details of the webshop, we have thought of every-thing that fits the motto "Create the perfect kitchen with Naber".

Attractive look and feel

The attractive and clear layout of the new Naber website is designed for easy orientation and short distances. The successful combination of texts and images stimulates creativity - quickly sparking ideas for the successful composition of smart kitchen accessory solutions. Numerous filter functions simplify the product search and help to save time when selecting.

Extensive range of information

A comprehensive range of downloads supplements the clear presentation of all accessory products. This enables quick access to clearly de-signed product brochures, detailed video descriptions and current print catalogues. Instant browsing and relaxed reading provide stimulating ideas for exciting planning steps.

The new magazine area links products and accessories to related editorial topics by means of hyperlinks. At the same time, this provides an enlightening overview of the entire world of kitchen accessories and makes for exciting and informative reading for Naber customers in the specialist dealer sector as well as for end consumers!

Highly efficient webshop

When it comes to ordering, excellent service has always been second nature to Naber. This is also promised by the new, highly efficient web-shop. Thanks to a multitude of quickly accessible additional functions, all stages of the online product ordering at Naber are easy and trans-parent.

Detailed product presentations, quick ordering, order history, budget management for accounts and sub-accounts, creation of sales statistics and many more features are available around the clock. The latest web technology ensures consistent data protection. Instant information on availability, delivery times and optional accessories complete the smooth purchasing process.

Highlight at area30

The new online presence will also be a highlight at the Naber trade fair stand H 21 at area30. The get-together with decision-makers from industry and business, creative forces, opinion leaders and trend scouts is an ideal opportunity to

showcase the new image and the webshop in all its details. This is bound to be an inspiring experience for all the visitors to the fair!

www.naber.com



Naber GmbH

A dynamically growing company within the kitchen accessories sector. More than 3,500 accessories items belong to the product range. Numerous internationally recognised design awards underline the innovative power of the family-owned business which is successful for decades.



Management

Hans-Joachim Naber is the tireless driving force behind the development and realisation of innovative products.

Ingrid Naber unerringly controls the areas human resources, organisation and finance.

Lasse Naber shapes the future direction of the company with drive and vitality.

Press release and photos for standard use. For further information please contact:

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