



Press Release

TRUMPF launches new website

Relaunch in 17 languages and 24 national versions // New digital main contact point for customers and potential buyers around the world

Ditzingen, April 28, 2017 – TRUMPF relaunched its website. The new TRUMPF.com impresses visitors with its completely reworked content, additional services and functions, clear structure and attractive layout. TRUMPF clearly sets itself apart from the competition with a total of 17 languages and 24 national versions which all went online at the same time. In doing so, the company uses country-specific tailor-made content, functions and special sales offers to further increase its global range and market awareness. MyTRUMPF, the customer portal integrated in the website provides the basis for long-term customer retention.

The user is the focus of this new Internet presence. With the user-friendly and intuitive navigation, the visitor can see what he wants in just a few quick clicks. As such, the main navigation concentrates on the things that set TRUMPF apart: its products and company. A tidy webpage layout increases the usability, as does the responsive web design, that enables an optimal representation on all kinds of end devices.

Target-group-specific services and direct contact persons provide an additional added value. In the framework of the website relaunch, a new image and video portfolio was developed, providing customers, journalists and applicants an authentic insight into the corporate environment and positioning TRUMPF as an attractive employer.

"With the new website, we would like to convey a uniform experience of the TRUMPF brand worldwide and establish it in all of the markets as the central, digital interaction medium," said Project Leader, Sandra Klotz regarding the new appearance. The company implemented the relaunch project using agile methods. The digital agency, Oddity, from Stuttgart acted as conceptual partner and Setu GmbH from Schwäbisch Gmünd performed the technical implementation.



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TRUMPF is inviting all users to go on an explore through the website from now until May 31 to get to know the new texts, functions and videos and to take part in a competition.

Digital photographs in print-ready resolution are available to illustrate this press release. They may only be used for editorial purposes. Use is free of charge when credit is given as "Photo: TRUMPF". Graphic editing – except for dropping out the main motive – is prohibited. Additional photos can be accessed on the company website: www.trumpf.com/en/press/media-services



The revamped trumpf.com is going mobile first, with a responsive design.



About TRUMPF

The high-technology company TRUMPF offers production solutions in the machine tool, laser and electronics sectors. We are driving digital connectivity in manufacturing industry through consulting, platform and software offers. TRUMPF is the world technological and market leader for machine tools used in flexible sheet metal processing, and also for industrial lasers.

In 2015/16 the company – which has more than 11,000 employees – achieved sales of 2.81 billion euros. With over 70 subsidiaries, the TRUMPF Group is represented in nearly all the countries of Europe, North and South America, and Asia. It has production facilities in Germany, France, Great Britain, Italy, Austria, Switzerland, Poland, the Czech Republic, the USA, Mexico, China and Japan.

For more information about TRUMPF go to www.trumpf.com

Press contact:

Heidi-Melanie Maier
Spokesperson, Head of Corporate Communications
+49 7156 303-31720
heidi.maier@de.trumpf.com

TRUMPF GmbH + Co. KG
Johann-Maus-Strasse 2
71254 Ditzingen
Germany