



New-look website for Girsberger

Key information:

Girsberger's new website at www.girsberger.com showcases the company's unique diversity and depth. The Swiss furniture manufacturer presents a comprehensive overview of its departments and furniture collections for home and commercial settings. Developed using cutting-edge, user-friendly technology, the website also takes account of the many preferences and needs of the company's internal staff and its business partners.

Bützberg, 03.05.2021 – With the rapidly growing importance and relevance of the online realm in recent years, the new website had to serve as a calling card, digital product catalogue, and shopping portal – and it fulfils that brief.

These are the main new features and advantages:

- Optimized display for mobile phones and tablets with responsive design
- Striking look with fullscreen design
- Magazine-type layout
- Comprehensive, informative and sales-oriented texts
- SEO optimization
- Sophisticated productive configurators with interactive and realistic photos plus price information

A new feature is the **“Virtual Office”**: In recent years, Girsberger has evolved from a swivel chair specialist into an office solutions provider with a portfolio of furniture that covers all the requirements of many areas of the office. Now, the new website offers an intuitive, virtual tour of the office solutions portfolio. Each product shown has a direct link to the relevant information on the website, making it supremely easy to navigate.

Potential furnishing solutions involving various products are now shown in the website navigation, which also has a new category on **Working at Home**. All products that are particularly suitable for working from home are summarized in an overview, such as the new **La Punt** console desk that will fit into any home thanks to its hinged work surface.

New swivel chair **Marva** is also presented in extensive detail. With its soft, rounded shape, this swivel chair is inviting and has all the functions users would expect from an ergonomic functional chair. The product websites now have sophisticated configurators with realistic photos and interactive presentations as well as price information.

Our solid wood table ranges **Barra Round** and **Akio Steel** are also new and are suitable for either a living area, an office or a home office.

About Girsberger:

The Swiss company group was established in 1889 as a woodworking shop and soon made its name as a manufacturer of seating furniture. Today, it focuses on providing high-quality and innovative furniture solutions for offices, public spaces and homes and has particular expertise in processing solid wood.

Its own production sites combine a variety of different manufacturing disciplines, thus providing a high degree of production versatility and allowing the strategic move into Customized Furniture and Remanufacturing. From Koblenz, close to the border with Germany, the solid wood trade unit supplies all types of wood-processing businesses with top-quality solid wood.

Today, the international company group is managed by Michael Girsberger, who is the great-grandson of the company's founder. Outside Switzerland Girsberger has sales companies in Germany, France, the Benelux countries, Austria and Turkey; the company's headquarters are in Bützberg, near Berne. Production locations are situated in Bützberg (Switzerland), Endingen (Germany), Kraljevci (Serbia) and Silivri (Turkey).

Girsberger introduced climate-neutral production in 2015 and was awarded the EcoVadis gold medal for its transparent, sustainable supply chain in 2019.

For more detailed information about the company visit www.girsberger.com.

Media contact:

Dorothea Scheidl-Nennemann
Public Relations Manager – Girsberger Group
Girsberger GmbH
Ersteiner Strasse 2
D-79346 Endingen

Tel. +49 (0)162 130 04 57

www.girsberger.com

dorothea.scheidl@girsberger.com

