

## CLIENT

### STAHLGRUBER GMBH

Since 90 years, Stahlgruber ensure the customers mobility in a fast, efficient and cost-effective manner - with original branded parts and accessories for a wide variety of vehicle types, with a focus on passenger cars and light commercial vehicles.

The companys product range, with over 500.000 articles, fits all the needs of car workshops and spare parts dealers.



## TASK

A professional website is the key to success. An engaging digital company presentation is the guarantor of a consistent and sympathies-awakening appreciation of the market.

A website, in the mind of the customer, is shed light on the level of performance, work ethic and operation method of a company.

This is exactly why the company Stahlgruber GmbH wanted a re-design of their internet presence. The online

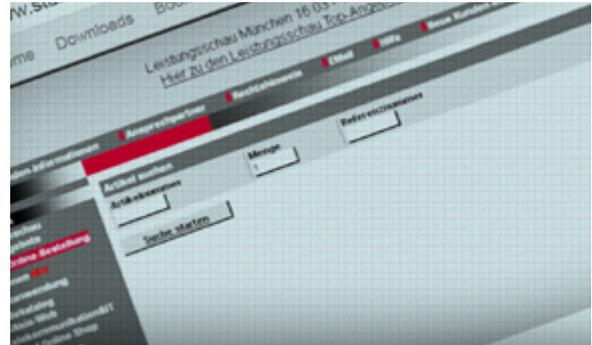
portal of Stahlgruber is the connection point between the customer and the company and thus the anchor point of each transaction.

Stahlgruber stands for innovation, performance, quality and reliability and these values should be passed on to customers, by the website and by the online service center.

The old site does not represent these themes.

The confusing and outdated design of the old web shop did not meet the customers requirements and thus did not reach even the market in full range. The dreary "look and feel", the uniform dark gray and the vast array of products categories, made the buying experience a time-consuming and tiring process.

The customers were not satisfied with this solution.



## ✓ SOLUTION

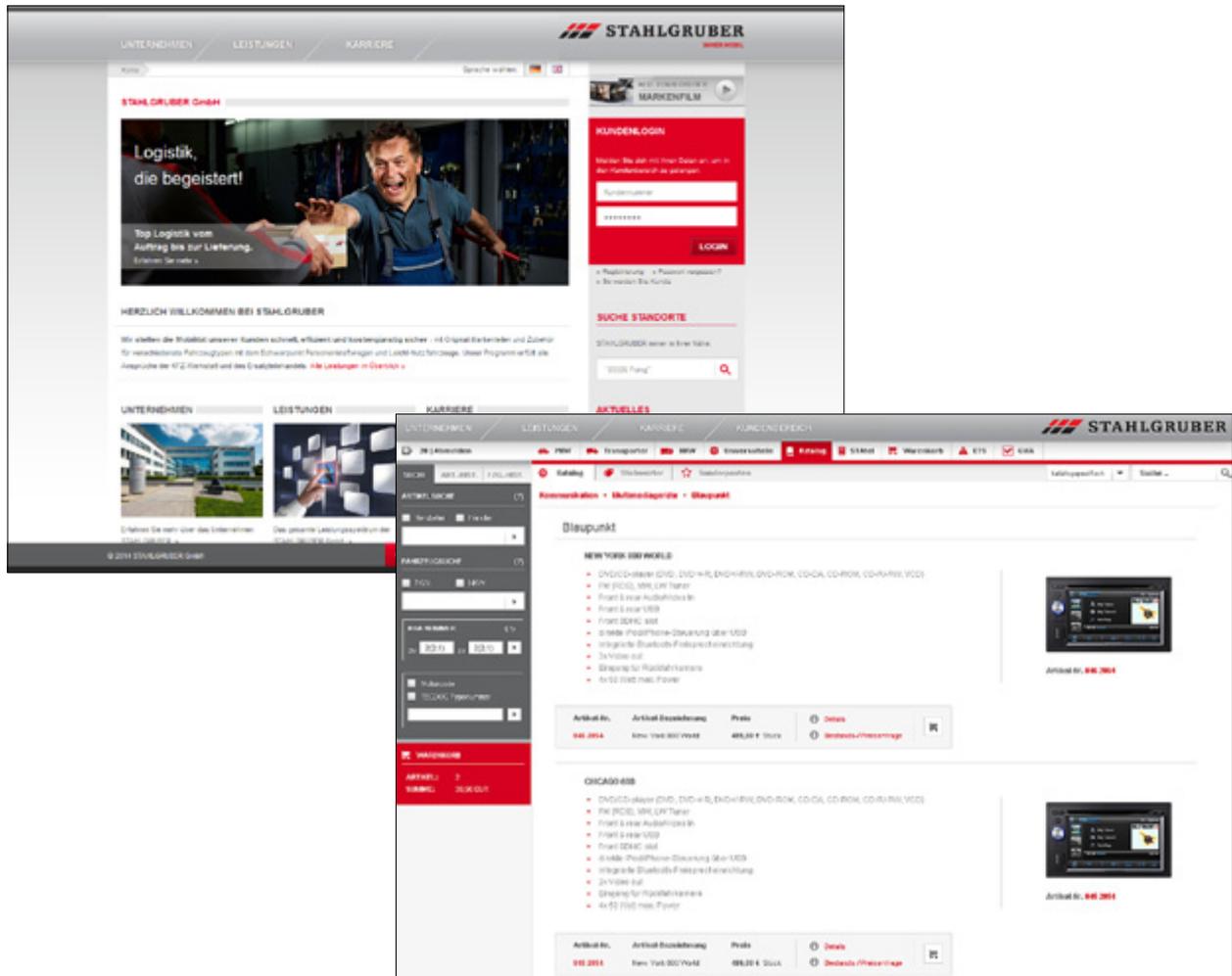
In the new designing process, all departments were included in order to exploit all the possibilities and the potential of the new web concept and to meet every claim of the different departments, in the development process. Therefore, various workshops were created, with all departments of the company.

The new design is now „state of the art“ and exudes the professionalism, dynamism and the force of innovation which the company wants to represent.

Another important point, besides the front end of the website and the customers center was the integration of the in-house content management system into the new design. With its many different categories and sub-groups, with over 500,000 articles, it

was particularly important to provide the customer with a clear and intuitive interface. At the same time the internal usability and structure of the CMS, within the company, should be ensured. The characteristics of quality, performance and continuity of the customer area, are transmitted to the customer and the order experience is now a pleasant and safe process.

Another difficulty with the realization, was to make the web concept cross-browser compatible, as the company and its customers, in workshops and in resale market, rely on a wide variety of different older and more advanced computer systems and browsers. It is now possible to use and view, fully and equally, the site and all its features on every system. It's now possible to use even the oldest systems and browser types.



 CONTACT



Rasin MDM is developed by Screenlinx.

 [www.rasin.de](http://www.rasin.de)

 Flurweg 11  
82402 Seeshaupt  
Germany

 +49 880 191 190

 [service@screenlinx.de](mailto:service@screenlinx.de)

 [www.screenlinx.de](http://www.screenlinx.de)