

PRESS RELEASE

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A new look for intelligent automation and lighting solutions: ESYLUX website redesign

ESYLUX has significantly modernised the design of its website. A new layout grid and large visuals make optimal use of the onscreen area, giving the website a clear and contemporary appearance, even on mobile devices. A new, more intuitive navigation system in the products section and noticeably shorter loading times make the website much more user friendly.

Straightforward navigation, clear visuals across all devices and short loading times are all key requirements for a successful online presence. In order to further improve its digital offering, ESYLUX has significantly modernised the design of its website.

New layout grid makes the most of the onscreen area

The layout grid is now made up of four columns and covers the entire width of the onscreen area. This new layout allows the website to make ideal use of the display on any device, which is particularly beneficial for the responsive web design used for mobile devices such as smartphones and tablets. The grid also provides room for large visuals, giving the website a clear and contemporary appearance. This design also makes it easier for users to spot interesting content, no matter what device they are using.

Intuitive and targeted navigation in the products section

One of the most important aspects of the website redesign was improving the navigation system in the products section. This new system means that, for

example, all information about each product is displayed on the top level, without the need to click into further submenus. Scrolling down the page opens a smaller fixed menu. This menu provides the user with more information and allows them to quickly and easily jump between the various sections of the product page. A new thumbnail section provides quick access to videos and images of the product.

The main navigation system has also been redesigned, making the website much easier for visitors to use. ESYLUX has reorganised the elements of the navigation system and carried out a number of improvements, such as simplifying the process of searching for specific item numbers or key words. The user friendliness of the website has also been improved by tackling the loading times – in comparison to the previous version, the website is now much quicker to load.

About ESYLUX – Performance for Simplicity

ESYLUX develops, manufactures and distributes intelligent automation and lighting solutions for improved quality of life and energy efficiency in office buildings, educational institutions and medical facilities. People's requirements and needs are central to the company's activities. ESYLUX places particular value on the simple application of its product solutions. ESYLUX customers and partners include wholesalers, installation companies, electrical and lighting planners and architects, who put their trust in more than 50 years of market experience and the personal, specialist advice provided by ESYLUX experts. Furthermore, ESYLUX meets the highest quality standards in research, development and production at its German site in Ahrensburg. Our sales organisation is global: ESYLUX operates in collaboration with experienced trading partners and is represented by numerous distribution companies in Europe, Asia and Oceania.

Find more information at www.esylux.com

Press contact

ESYLUX GmbH

Christian Schöps

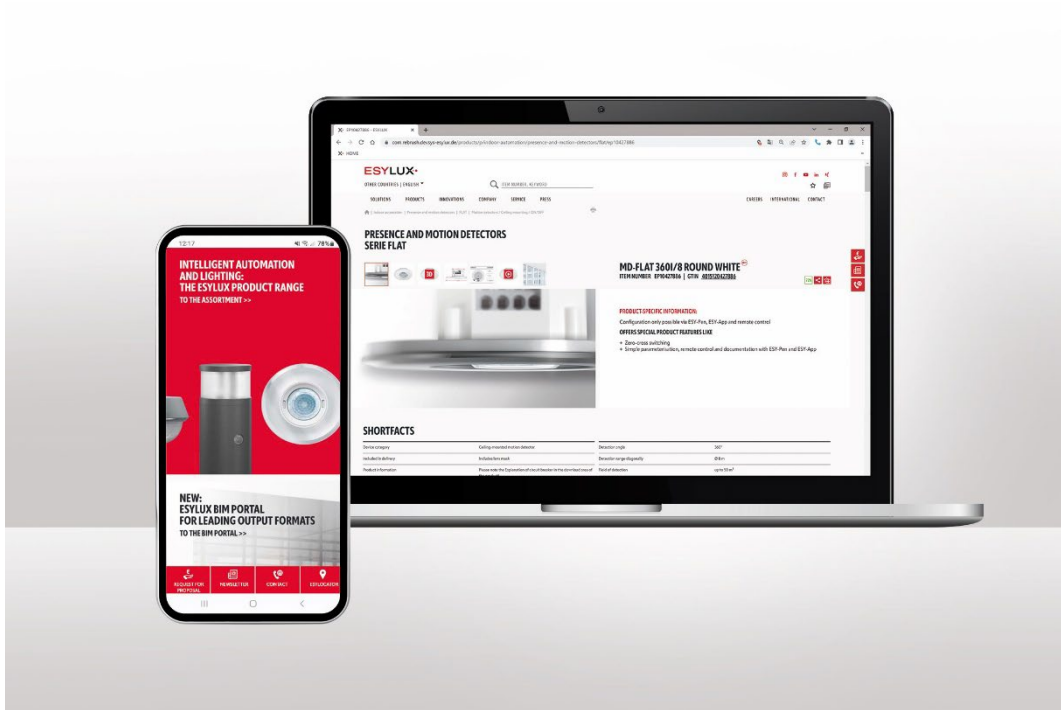
Corporate Communications Consultant

T +49 (0) 4102 88 880-2017

F +49 (0) 4102 88 880-333

E christian.schoeps@esylux.com

Photos and captions



ESYLUX website redesign

Source: ESYLUX

More intuitive navigation, shorter loading times and optimised for mobile devices: the brand new design for the ESYLUX website.