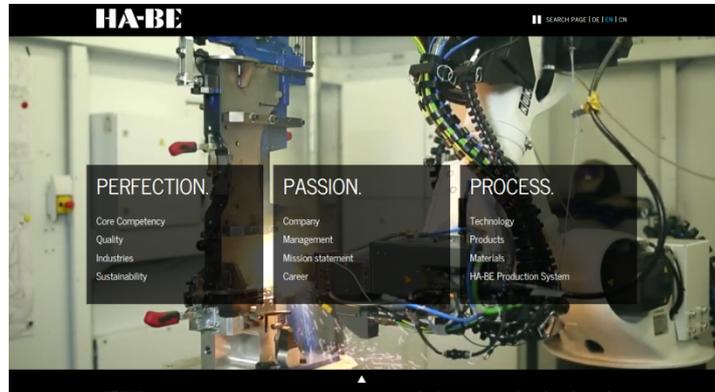
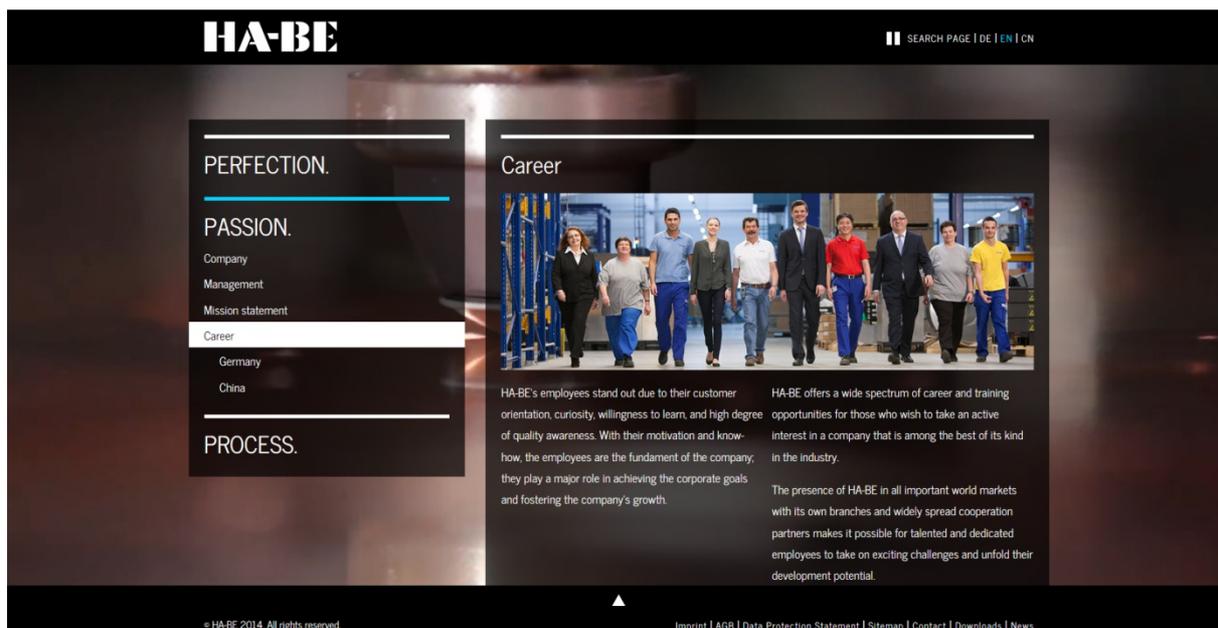


Relaunch of our Website www.habe.de is now online with a new look

The relaunch of HA-BE's website has been completed and accordingly, the next step on the road towards featuring a consistent corporate design that characterises the company. The new website is designed in a more modern, informative way and especially more individually tailored to the needs and information requirements of our business partners. In addition, it consistently focuses on a target group-oriented appeal for users and coherent user guidance: whether customer, supplier or future staff member – each user will be guided quickly and accurately to the information required.



"With the redesigning of the website, it was important to HA-BE for the visitor to experience clear brand recognition. We dedicated one year to developing an online strategy in continuous consultation with our marketing agency", announces Karl-Heinz Brunner, whose wishes and ideas have been directly incorporated into the creative work for the realisation of the homepage. This relaunch forms the basis for the further development of the online channel. Our clear objective here is to establish the internet as a useful addition to the personal contact with our business partners", explains Karl-Heinz Brunner.



HA-BE

HA-BE is aware of the dynamics and importance of a modern internet presence. We have devoted ourselves intensively to the topic and developed a strategy for our online presence that is in line with our individual objectives. The heart of the new homepage will be topic areas that are presented and prepared in high quality both in graphic and editorial terms to provide our business partners with direct insight into our portfolio of products and services.

In keeping with our global orientation policy at HA-BE, this information will of course be provided in German and English, but also in a complete Chinese version.

We have dedicated an entire chapter to the issues of energy efficiency, environmental protection and compliance in order to emphasise their importance. In future, we will expand the website with new topic areas on a regular basis.

See for yourself, view our new homepage and visit us at www.habe.de !