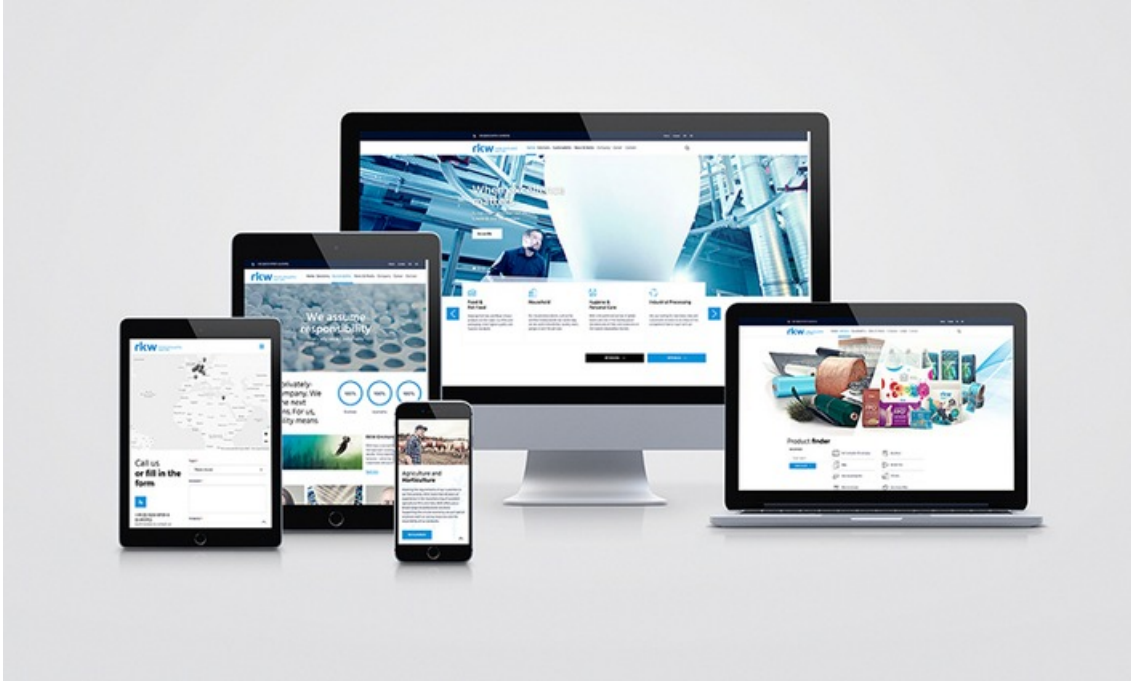


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SMACK Communications develops new RKW Group website / Launch of the new corporate website of RKW, one of the world's foremost manufacturers of excellent film solutions



Berlin (ots) -

The new website of the international RKW Group takes a user-centric approach to meeting individual needs and requirements. "Our mandate was to create a web presence for RKW with a fresh, modern look and user-friendly navigation that provides quick access to the required information," Martin Bruss, Creative Director of SMACK Communications GmbH says, explaining the objective. Usability and a positive customer experience therefore were at the heart of the concept and its implementation.

A central element of the new website, which is currently available in English and German, is the product finder that will be systematically expanded by further products. RKW offers a broad product portfolio, from films for baby diapers and industrial films through to agricultural films, to an equally broad customer base. "As a first, the new product finder now enables users to browse the complete product portfolio of the RKW Group in a user-friendly interface, filtered either by industries and applications or product categories. Our aim is to establish the website increasingly as a sales channel," says Sabine Duddeck, Manager Communications of the RKW Group, outlining the further plans. As a core part of RKW's business strategy, sustainability now also features under a separate heading on the website.

As the lead agency of the RKW Group, SMACK Communications has been responsible for the group's global branding since late 2015. The launch of the new corporate website marks an important milestone in building and developing the corporate brand. "SMACK Communications has the advantage of combining brand know-how and management expertise with more than 20 years of digital experience, enabling us to complete even complex projects very efficiently with a lean team," says Regula Bathelt, Managing Director of SMACK Communications GmbH.

In the next development stage, the corporate website of the RKW Group will be systematically expanded and adapted to other languages. As well as this, additional regional online sites will be developed for key markets.

About SMACK Communications

Founded in 1997 by Regula Bathelt and Martin Bruss, the Berlin-based strategy and communications agency is a pioneer in integrated communication concepts. The agency specializes in B2B solutions and usually in the role as lead agency-supports German companies in their international marketing activities. Clients include the RKW Group, SMA Solar Technology, Promerit and the NORMA Group.

www.smack-communications.com

About the RKW Group

The RKW Group is an independent, privately-owned company and one of the world's foremost manufacturers of excellent film

solutions. RKW is the market leader in the areas of hygiene and agricultural films, films for the beverage industry and packaging for powdery goods. In addition, the company makes films and nonwovens for medical applications, for the chemical and converting industries as well as for the construction sector. In the fiscal year 2018, RKW generated total sales of EUR 878 million.

www.rkw-group.com

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Medieninhalte



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