

**Presseinformation / Press Release**

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Mobile, dynamic and user-oriented

**New Internet website for the KBA Group**

The printing press manufacturer Koenig & Bauer AG (KBA) has completely redesigned its Internet website, in cooperation with the queo agency from Dresden, and has adapted it to the changes in user behaviour. The new website is more clearly structured, has less text and is more dynamic, with automatic links to useful detailed background information. With its new Internet website, KBA has also responded to the rapid increase in the mobile use of the World Wide Web. The individual pages automatically adjust their representation and navigation to the output device being used, whether smartphone, tablet or desktop. The streamlined design without time-consuming frills as well as the editorial revision of the content are geared to a modern company and product presentation. With the objective of stronger bidirectional communication, the options for online contact have become more direct and more purposeful.

The clear structure of the pages and the many functional improvements mean that the required content can be found more quickly. For example, the product pages have been supplemented by user reports and videos that can be clicked directly. What has remained is the glossary function, which explains the technical terms by mouseover, as well as an optimised platform for online applications and extensive download options. As in the past, the latest news about the company, its products and services as well as practical user information will still have high priority in the KBA website.

The new Internet website at [www.kba.com](http://www.kba.com), in German and in English, covers not only the Koenig & Bauer AG holding company but also the

subsidiaries KBA-Sheetfed Solutions, KBA-Digital & Web Solutions and KBA-Industrial Solutions in the major locations of Radebeul and Würzburg. Other manufacturing subsidiaries such as the Swiss KBA-NotaSys SA ([www.kba-notasys.com](http://www.kba-notasys.com)), KBA MetalPrint GmbH ([www.kba-metalprint.com](http://www.kba-metalprint.com)), KBA Metronic GmbH ([www.kba-metronic.com](http://www.kba-metronic.com)) and KBA-Kammann GmbH ([www.kba-kammann.com](http://www.kba-kammann.com)) are shown in brief presentations and are linked to their own websites, as well as the Internet websites of important marketing companies in Europe, the USA and China, in their own local languages.

Photo

The new Internet website of the KBA Group shows itself to be mobile, dynamic and user-friendly.