



Press Release

New Internet Profile –

ITD GmbH relaunched www.itd-cart.com

Unterhaching, 21 September 2009 Since the end of September 2009, ITD GmbH has been presenting a completely new profile on the World Wide Web to give a striking new “perspective”. Clicking on www.itd-cart.com opens up well-defined structures combined with functional, intuitive menu navigation designed to achieve results with pin-point accuracy. Visitors to the site are given fast access to the products offered by the manufacturer of mobile and stationary support systems used as platforms for technical medical equipment.

Fresh and modern appearance in conjunction with easy and well-defined structures

The ITD website offers a comprehensive package of information as a hub for anyone looking for solutions that involve mobile support systems. Furthermore, a clear structure and transparent separation of the main navigation areas, such as “Company”, “Products”, “News” or “Contact” with appropriate submenus prevents visitors from becoming entangled in a confusing jungle of data. Visitors have the opportunity to read about the company profile and history in our “Company” section. They can identify important information defining our core competences or get data on the individual company sites in the section headed “Locations”. Anyone clicking on “Products” will find all the information that they require presented in a clear format and in carefully bundled packages. In addition to an overview of the entire product portfolio, different models of stationary and mobile equipment carriers are presented individually with helpful explanations. Informative pictures ensure that content is also displayed visually.



However, the well-structured navigation is not the only defining feature of the new website. The new design of the Internet profile reflects the streamlined rationale of our website. Individual pages are clearly structured with white backgrounds, clear fonts and adequate visual material, sensible colour schemes and animations on home and product start pages communicate a sense of convenience, positive experience and relaxing atmosphere.

Surfing without time-wasting

Have you ever simply started surfing and suddenly you discover that you no longer know where you are? Any visitor to the ITD website can surf from their current position to any other area on the site. If you happen to be looking into the product portfolio of ITD GmbH and you'd like to have more information, you don't have far to search: The "Download" section always includes the latest versions of the relevant product catalogues. Visitors also have the option of getting in touch with ITD. The "Contact" menu quickly takes you to the relevant ITD contacts, e.g. for technical questions, technical background information, etc., as well as presenting partner companies operating as recommended specialist dealers and international representatives.

"The relaunch of our website on www.itd-cart.com positions our company on the Internet in line with the range of products and services marketed by ITD GmbH today," explains Alois Brummer, Head of Sales at ITD GmbH, as he expresses his enthusiasm about the new Internet profile.

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