

PRESS RELEASE

Danzer Serves Mobile Trend

New danzer.com website now easily works mobile

Dornbirn, Austria, August 2016 – Hardwood specialist Danzer has relaunched its website and presents a wealth of information about the resource hardwood, the company and its products in its new corporate design. For smartphone users a separate mobile version was created. “15 % of our website traffic is through mobile devices today. Going forward, we expect that this share will grow. With the new website we already serve this mobile trend today,” says Eckart Schmitt, Head of Marketing at Danzer.

Different stakeholders can find valuable information relevant to them on the new website. Customers can obtain detailed information on all Danzer products: From scanned logs and thick-cut lamellas for the hardwood flooring industry to innovative wooden surfaces with metal inlays. In the Solutions section, Danzer describes how it supports specific customer segments: from designers to processing companies to branded manufacturers. Journalists can quickly access the latest information in the Media section where Danzer also offers a new Blog. End users can find general information about the advantages of wood and how it is produced. Project examples and applications such as the UN headquarters in New York, the MGM film studios in Los Angeles or the iconic Eames Chair complete the Danzer information offering.

Important certificates and declarations, such as Danzer’s LegalSource and Due Diligence certificates are all available online; as well as purchasing policies and requirements for suppliers. Via the contact page, customers can find the right sales contact with a few clicks – or browse online through the current offerings of lumber from Bradford, veneer specialties in Europe and North America as well as forestland for sale in North America.

ABOUT DANZER

Danzer is a leading quality hardwood company. The company has approximately 2,600 employees and services customers from 21 sales offices worldwide. Founded in 1932, the family oriented company is managed by a member of the third generation. Danzer owns and manages forests sustainably and produces sliced veneer, lumber and innovative value-added wood products for decorative purposes. Danzer products are being used in high-quality furniture, automobiles, interior architecture and other applications.

URL: <http://www.danzer.com>

MEDIA CONTACT

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