

Joachim Uhing KG GmbH & Co.  
Kieler Straße 23  
24247 Mielkendorf

Ph.: +49 (0) 4347 – 906 – 0  
Fax: +49 (0) 4347 – 906 – 40



Contact person: Mr. Wolfgang Weber

Ph.: +49 (0) 4347 – 906 – 22  
Email: [weber@uhing.com](mailto:weber@uhing.com)

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## **Uhing Website Relunched: Features for Quick Information and Process Optimisation**

Ease of use and process optimisation have always been central product development objectives of Joachim Uhing KG GmbH & Co. No need to mention that the technology company's website should reflect this philosophy. As of November 2011, [www.uhing.com](http://www.uhing.com) comes in a new design and with highly interesting features.

With the clearly structured navigation bar and menu design, the user can quickly access the pages he wants. The user is always informed of his present location on the web site. The objective "three clicks to reach the desired content" generally aimed at for websites is always complied with and often bet. – An advantage not to be underestimated when you are in a hurry and want your information quickly.

The first mouse click gives you access to general information about the desired product and a menu bar where you can call up details. Just another click, and you are in the middle of the matter: depending on the product, you are given details, for example on areas of application and features, you find notes on operation and see the entire product range, or you can complete a questionnaire to find the product variant suitable for your specific application.

In addition, you will find illustrations, explanations how to operate the product, and a description of product benefits. A demonstrative video explains the function and areas of application of the rolling ring drive. 3D CAD product data and catalogues in PDF format are also available for download.

"We want our customers to quickly find the information they need in their fast-paced daily routine", says Wolfgang Weber, Managing Director of Uhing. "Our intention was to offer them a chance to complete and submit online requests with detailed information. This simplifies and speeds up business processes for us and the customer."

The redesigned website showcases the Uhing product range and pertaining technical information in a modern graphical and colour design

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## Press Release

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appealing to engineers. Given the international clientele of the company active worldwide, it goes without saying that the web relaunch – like before – comes in German and English.