

PRESS INFORMATION

Neureichenau, January 2018

FRESH DESIGN, MORE CUSTOMER VALUE: PARAT'S NEWLY LAUNCHED WEBSITE WITH SMART PRODUCT FINDER

PARAT has been operating throughout Europe for more than 70 years now as a professional manufacturer of premium tool case solutions for specialist dealers from the most different trades and is a recognized market leader in this field. In addition to traditional tool cases and bags as well as belt pouches, the company provides premium special-purpose cases for office environments – always tailored to the customer's individual needs.

In order to provide its customers with the best services, the company has given the website for tool cases and bags a complete facelift: users will find an ultra-modern, clean design combined with lots of practical features. A special highlight is the new product finder: here, the customers can enter their individual requirements and wishes. The search works both in trade-specific and product-specific respect – e. g. product criteria appear as options to select size or organizing system. This leads the users quickly and easily to the PARAT tool case that perfectly matches their specific needs, with just a few clicks.

On the product page, the customer gets an overview of all information needed about equipment, materials and technical gimmicks – supported by detailed photos with zoom function. The tutorial videos are an absolute newcomer: they illustrate all unique features of the respective premium tool case and show the differences in application. This function precisely displays e. g. the benefits of the exclusive CP-7 tool holder or the easy way of mounting and dismounting the different lock types. After the customer has finally chosen the right PARAT case, there are two options: on the one hand, you can order the product in the classical way online from selected retail partners, on the other hand, there's the possibility to choose the next specialist dealer via the dealer search function where you can get a live impression of the ordered product prior to purchase.

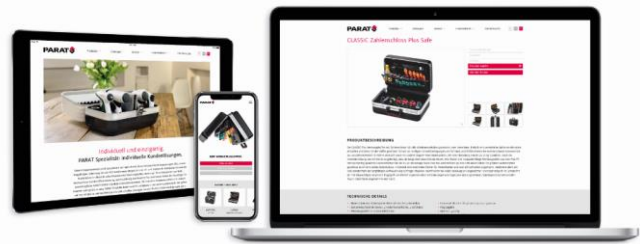
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And also apart from using the specific product search function, the PARAT website www.werkzeugkoffer.de is well worth a visit. Catalogs and brochures are always available for convenient download and the most up-to-date product and company news can be found on the welcome page.

photo:

PARAT presents upgraded website for premium tool cases. www.werkzeugkoffer.de



About PARAT Group:

PARAT – the globally active partner for highly functional plastic trim parts and structural components focuses consistently on delivering the very highest quality with a maximum of customer value as a leading manufacturer of tool cases and bags, provider of innovative IT storage systems and specialist for certified safety lamps. In the financial year 2016, PARAT Group generated revenues of about 80 million euros with a workforce of approximately 800 employees at five locations worldwide.

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