



Kranlyft Group advance and launches new website

This week Kranlyft Group announced the launch of its new website. For the past year, they have started to advance in their digitalization capabilities and made a sharp rework of their branding. This website launch comes as a part of a successful project with the aim to further strengthen the company's digital presence and adapt to the new business landscape shaped by the ongoing pandemic.

The new and improved website has been designed to offer a user-friendly experience with refined navigation and functionality while allowing customers to view the complete product range in more detail. This is done as a part of their efforts to provide the best possible service for their customers both before and after delivery. Due to the implications caused by the coronavirus they adjusted and intensified the development process for the new website. Seeing a higher demand for easily accessible information and material now when customers and partners are being forced to refrain from meetings and travel.

Many new features are included to boost the experience and help visitors to navigate the site and find the products and services they need. Requests for quotes and individual product demos can easily be made for any specific product throughout the site. Making the process for interested customers more streamlined.

In regards to layout and appearance, the goal was to create a website with a clean and appealing design in line with the new brand image being introduced last year. With more and more people using their mobile devices when visiting webpages, they have implemented responsive functionality making the site fully responsive. This allows the website to be compatible with all browsers and devices, and thus ensure full user experience for visitors on a multitude of devices. Further, the website is equipped with the latest in search engine optimization. This means that the website is strategically provided with the technology and best practices to rank higher in search engine results. Customers and partners can stay informed with the latest news through the online blog. The blog will increase in content on a regular basis and include everything from product updates to instructional videos and guides.

Jurgen Vater, CEO of Kranlyft Group comments:

"We are thrilled to debut our new company website to our customers and partners. After witnessing a shift into a more online world we decided to improve the website further and thereby create a solid foundation ready for additional development."

Torbjörn Hillberg, Marketing Manager at Kranlyft Group added:

"We have strived to build a website that is future-proof and will help achieve our core business initiatives while representing the brand image strategically and effectively. This is the result of many hours of intensive work, so it feels great to present the new website and lead it one step closer to its full potential. Now we will initiate the work of adding German, French and Swedish translations and continuously expand the content for our dealers and customers."

For more information about Kranlyft Group and to view the new website, please visit www.kranlyft.com

For more information:

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Kranlyft Group has been established as a reliable partner in the lifting industry since the early '60s. For over 40 years the company was a distributor of mobile cranes from Kato before they, since the end of the '90s, have represented mini cranes from the market-leading Maeda. The head office is located in Mölnlycke, Sweden, and the UK subsidiary is located in Bristol. As the main distributor in Europe, Africa, Russia and the Middle East they has a well-established network of over 40 authorized dealers. By working close to the market and providing the best possible sales support both before and after delivery, Kranlyft Group has grown stronger and broadened the range with the focus on sustainability, safety and quality.
