

## PRESS RELEASE

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### **Consistently focused on usability: ACD Group with new, user-optimized website**

Featuring a modern and more user-friendly design, the new homepage of the ACD Group is now available at [www.acd-gruppe.de/en](http://www.acd-gruppe.de/en). Visitors receive comprehensive information and background details on the products and services offered and can quickly and conveniently access numerous services (like our product configurator for example) of the group.

After a complete revision of design and menu navigation, the ACD Group presents its new website – more informative, more modern and optimized for mobile devices. The relaunch came with a complete makeover of the website's look, while menu navigation was revised and adapted to the many different needs of website visitors. "We are very pleased to present our new website to our customers, business partners and interested parties," said Johann Bolkart, partner of ACD Holding, commenting on the relaunch. "In addition to a modern and appealing design, the redesign focused above all on adapting menu navigation and content to the needs of our target groups. We have invested a lot of passion and time in the new website and I think the result is truly impressive."

In addition to the modern design and clear visual language, usability was always the main focus of the relaunch. The new website offers comprehensive and easily accessible information and services for customers, partners, interested parties and potential employees. Clearly and concisely arranged information and pages with contemporary and user-friendly structures make it easy to navigate and find information. In addition to a complete restructuring of content, the website was also adapted to current technical possibilities: It is easier to find with search engines and can be used on all terminal devices without restrictions.

"The new website reflects much better who we are and what we stand for – it shows that our group of companies never stands still and is constantly improving, even beyond our core competencies," Johann Bolkart continues.

The ACD Group is both a manufacturer and service provider in the development and production of mobile devices, electronic manufacturing services and drive technology. All products and services focus strongly on the needs of users, resulting in ever more frequent orders for individual industry-specific solutions in particular. Thus, in addition to manufacturing its own products in Achstetten and Neustadt an der Orla, the company is increasingly producing customer solutions – and the portfolio is growing steadily. Visitors to the website can still maintain an overview at all times: The newly structured ACD Group website provides intuitive guidance. Usability was significantly improved by clearly assigning the product areas to the corresponding industries. The visitor can search for products, services and industries. Instead of reproducing information, the new website also focuses on communication. This is supported by intuitive fly-outs and the use of product configurators.

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**ACD Group**

ACD Elektronik GmbH is part of the owner-managed ACD group of companies, one of the leading high-tech providers in the electronics sector. ACD Elektronik provides hardware and software solutions for mobile devices and applications used in retail business, logistics and industry. Today the ACD Group has locations in Germany, the Czech Republic and the USA. The Group has a total of over 420 employees and generated annual sales of about 85 million euros in 2019.