PRESS RELEASE

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Relaunch of the websites of the Berliner Glas Group - modern, innovative & user-friendly

Since March 18, 2020 the day has come: The Berliner Glas Group presents itself on the Internet from a completely new side. The company has invested a lot of time and effort into the implementation of the new websites.

With a modern design, a clearer structure and harmonious colors, the facelift has brought significant visual changes. The use of large-scale images loosens up the websites and supports the technically informative texts on the respective pages.

In order to highlight the individual locations and companies optimally, the respective logo colors were used selectively. For the redesign of the websites, the company also considered the comfortable and user-friendly handling: fewer clicks - more overview on one page. The technology is also up to date with the drastically faster loading times and a responsive design, whereby the websites adapt to the features of each terminal device (whether computer, tablet, notebook or smartphone).

The Berlin-based agency GC General Communication GmbH was commissioned to design the new website. The online design specialists developed an appearance that reflects the philosophy of the Berliner Glas Group and presents a contemporary appearance.

The new design now rounds off the uniform brand appearance. The logos and the entire corporate design were revised in 2018, with this website relaunch another important milestone in the Berliner Glas Group has been reached.

The websites of the Berliner Glas Group can be reached via the following links:

https://www.berlinerglasgroup.com/
https://www.berlinerglas.com/
https://www.technical-glass.com/
https://www.swissoptic.com/
About the Berliner Glas Group:
The Berliner Glas Group (www.berlinerglasgroup.com) is one of the world’s leading providers of optical key components, assemblies and systems, high-quality refined technical glass as well as glass touch assemblies. With more than 1,600 employees, the BERLINER GLAS GROUP develops, produces and integrates optics, mechanics and electronics into innovative system solutions for its customers. As OEM partners from concept to volume production, the Berliner Glas Group companies serve innovative customers in various market segments – semiconductor industry, laser and space technology, medical technology, metrology and the display industry.

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