

PRIMAGAS runs on CONTENTS

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PRIMAGAS, one of the leading suppliers in the liquid gas sector of the German energy market, has launched its internet appearance [primagas.de](#) with CONTENTS. The new PRIMAGAS website, designed by Saatchi & Saatchi, combines emotive presence with improved customer service and increased user-friendliness.

For the redesign of their website, PRIMAGAS placed great importance on user-friendliness. The clearly arranged site structure allows users to get a quick overview and provides for an improved navigation. A new feature provides separate areas for private and commercial clients. With a single click, both target groups now find all relevant information bundled in their respective categories.

The page elements "contact options" and "customer service" provide for improved user support and are located on the right side of all pages. Furthermore website visitors can find, for example, the nearest PRIMAGAS partners, the call-back service, and the emergency service. The links in the area "customer service" lead to the entry forms for ordering gas and entering meter readings.

The central visual element of the new homepage is the flash stage with large-format images, which is easily updated and administered with CONTENTS. The graphical headlines are also maintained with the CMS, and, thus, do not require costly graphics software. Yet another improvement concerns the images on the website: The integrated Auto-Image function of CONTENTS not only automatically generates the defined image formats, but also rounds the image corners to match the overall design concept. The already existing partner portal at PRIMAGAS was integrated into the new website and enhanced with CONTENTS modules in the course of the relaunch. During development of the entry and order forms, special focus was placed on usability and integration of security features.

"The new PRIMAGAS website completely meets our expectations. CONTENTS significantly simplifies the online communication with our target groups and help us react to the latest developments faster," says Anika Bahr, Project Manager at PRIMAGAS.

The new PRIMAGAS website was redesigned by Saatchi & Saatchi, technical concept and implementation were performed by CONTENTS Professional Services.

About PRIMAGAS

PRIMAGAS, a leading liquid gas supplier in Germany, is one of only a few companies with TÜV-tested service. PRIMAGAS is the ideal partner for all private households and businesses who believe in clean energy. 210 employees in the indoor and fields services, as well as more than 3.000 sales partners for technical customer service, offer competent advice on all questions concerning liquid gas. PRIMAGAS stands for efficient and safe supply thanks to nationwide transport logistics

with temporary storage for several thousand tons of liquid gas.

About CONTENTS Software GmbH

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs.

Its line of products meets the demands of businesses from small online editors to international companies. With the help of CONTENTS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENTS, such as Adecco, Böllhoff, Brose, Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck society, McDonald's Deutschland Inc., manager-lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens mobility, the city of Biel, T-Mobile and UniCredit Direct Services.

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