

New online presence of the J.D. Neuhaus Group

Relaunch of jdngroup.com with optimized user-friendliness in line with the new JDN brand orientation.

The J.D. NEUHAUS Group has relaunched its website, adapting its online presence to the new J.D. Neuhaus corporate identity. The new design and user-friendly operation allow users to experience the world of J.D. Neuhaus pneumatic and hydraulic lifting equipment even better.

The customer-first idea and the new brand identity are the focus of J.D. Neuhaus' online presence. The new corporate identity with the new claim "Permanent Excellence", a clear tonality and modern imagery await visitors to the website. The visuals reflect the character of the J.D. Neuhaus brand - fresh, innovative but still tradition-conscious. The focus of the online presence is on the industries in which the products are used.

"So much has been created in our company in recent years, which we now want to show to our stakeholders but especially to our customers" - says Wilfried Neuhaus-Galladé, Managing Partner of the J.D. Neuhaus Group. "With the new online presence, we present ourselves once again as an innovative, progressive family business, which puts the customer at the center of our actions. Our goal is to present this image vividly and comprehensively to interested visitors to our website."

The website is to become a living part of J.D. Neuhaus' online communication. For example, new content will regularly update the website to keep customers informed about the latest developments.

One example of the improved user-friendliness can be seen in the fact that the visitor is shown the right products for the individual application via the industries. In combination with videos the customer can learn more about how or where JDN products are used. Another feature is the improved career page, which gives deeper insights into working at J.D. Neuhaus. The application portal for apprenticeships has also been adapted and expanded.

As a globally operating company, it is ensured that the customer can easily and quickly find the service partner in the different countries on the jdngroup.com website.

The agencies involved were Studio Orange and Intevi Werbeagentur GmbH.

Company information

At its Witten site, J.D. Neuhaus GmbH & Co. KG, which employs more than 200 people throughout the group, produces pneumatically and hydraulically operated hoists and crane systems. Due to this worldwide unique specialization, J.D. Neuhaus is not only the quality benchmark in this field, but also the world market leader with customers in more than 90 countries. The products are used in the chemical industry, in foundries, in the food industry, and in many other areas of logistics. In total, J.D. Neuhaus supplies around 70 industries.

Production takes place exclusively at the Witten site. The wide product range is completed by services such as installation, inspection, maintenance and general overhaul of the plants as well as training courses for the customers.

For sales, JDN sales companies in France, Great Britain, Singapore and the USA, in cooperation with international partners, form a close-meshed, global network. The export share is over 80%.

The company's foundation dates back to 1745, and it is still family-owned today, in its seventh generation. In the 2020, J.D. Neuhaus GmbH & Co. KG celebrated its 275th company anniversary.

Press contact

J.D. Neuhaus GmbH & Co. KG

Dipl.-Ing. Manfred Mueller

Tel. 02302-208219

email: manfred.mueller@jdn.de

web: www.jdngroup.com

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