

Using the Internet: Optimising the familiar, adding innovations

LINNE MANN GmbH in Tübingen have optimised their Internet sites user friendly for several parallel search methods with the aim of finding the right article faster and explaining the solution more comprehensibly. The successful presentation concept shows the articles in relation to the application. The user can choose the best way for their requirements. Standards, materials, designs can be found by searching the PDF catalogue pages, the electronic catalogue or in the shop.

If the customer is unaware of standard changes or is looking for articles that are no longer available, he will be guided to successor articles or alternative solutions by the appropriate reference lists. This maintains the clarity of the product range which has gradually grown to about 11,000 articles because everyone can find what he wants by his search method.

The intuitively operable interface is based on a database which supplies both the technical information from the background and feeds the printable catalogue and provides the online shop with the latest article information.

But despite all this information, please be in no doubt that Linnemann will be glad to answer your questions individually and

personally. Who is on the phone at the other end of the line can be seen on the contact page.

The company active in the development, production and sales of high quality tube connection systems, fittings and special products of stainless high grade steels will be celebrating their 30th anniversary next year. The components are used in process plants under vacuum pressure and excess pressure for gases, liquids, pastes or powders in conveying technology, process technology and vacuum technology among other things. They are used mainly in the chemical, pharmaceutical and cosmetic industries, biotechnology and medical technology, the food and beverages industry as well as cryotechnology, semiconductor technology and clean room technology.

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