

# RAMPA®

*Good idea. Let's make it!*

**March 2023**

**RAMPA NEWS**

## **RAMPA Tec Inc. launches new store for threaded inserts.**

RAMPA Tec Inc. launches new automated webshop for improved user experience.

RAMPA Tec Inc. in conjunction with its parent company- RAMPA GmbH & Co. KG has been working on its vision for the past two years to create a new automated web shop with the same address [www.RAMPA.com](http://www.RAMPA.com) with an optimized user experience. With the relaunch of the store, the manufacturer for thread inserts increases its level of automation and digitization and thus improves the buying experience for its customers. During the development of the new store, the focus was on a high level of clarity, simple navigation and excellent usability for customers.

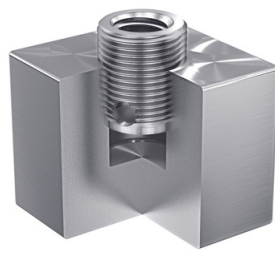
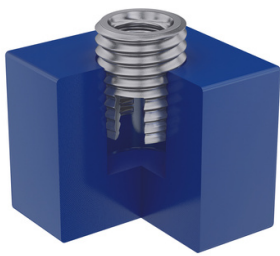
Faster order processing and simplified product findability

Functionalities such as quick search and clearly arranged list views as well as badges for more product transparency are intended to help find the right RAMPA products more quickly. New category pages serve as decision-making aids and provide information on the advantages and areas of application of joints in wood, plastic or metal, as well as initial product recommendations and further technical information. The checkout process has been expanded to include the option of a fast checkout, in which shipping and payment settings are already stored on the basis of previous orders and the purchase can thus be completed immediately.

The interface of the new store convinces with a modern and emotional design. The new store look in the corporate design shows the change of the company from a technological orientation to a people-oriented action with a possibility maker mentality. The approach to the customer is more emotional and needs-oriented than ever and underlines the message "We are enthusiastic about the variety of possibilities" of the manufacturer for thread inserts.

**RAMPA GmbH & Co. KG**

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### Own customer account with individual settings

Customers benefit from their own customer account on RAMPA's new website. With the individual settings, the customer's needs can be optimally taken into account. Customers can manage their orders and deliveries and track the status of their order at any time. At the same time, they can create and save a personal wish list so that they can order the desired products later.

In addition, the dedicated account offers the possibility to manage information independently, as customers can view and edit their personal data and orders at any time. Account information such as addresses, phone numbers and e-mail addresses can be updated and managed at any time.

### Improved CAD program

The improved CAD program via the provider Cadenas offers numerous advantages for the user experience in the new online store of RAMPA. Thanks to the new cooperation with Cadenas, an extended product selection is available in optimized selection as well as improved display in the CAD program. The menu navigation proves to be very intuitive and the technical specifications show a higher level of detail.

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