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2009-07-01

B. Braun launches new website

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Melsungen (Germany). B. Braun Melsungen AG has completely revamped its website. The redesigned site at www.bbraun.com features complete, up-to-date information about products and services, from consulting to technical services. The new site has been structured to provide comprehensive information in an intuitive manner, with an emphasis on B. Braun's range of products and services. It also includes a detailed overview of the B. Braun company, a press section and a career area for jobseekers.

Two clicks to the product

The product information on the new website is more clearly organized, offering downloads of brochures and data sheets as well as additional features such as videos. A Product Quick Finder makes it even easier to find the information users are looking for. "Although the product catalog contains thousands of items, our customers can reach the desired product information via mouse-over and just two clicks," comments Dr. Wolfgang Schrammel, head of Internet/New Media at B. Braun. A newly designed search tool can also be used to quickly locate information on the complex site. It boasts a special feature called type-ahead functionality, which suggests words already during typing, allowing the user to simply select the desired term.

New design and new technology

"We have deployed RedDot CMS, a modern content management system that allows rapid page access and stable operation and is also highly compatible with search engines," remarks Project Manager Matthias Koslowski. He adds that the direct connection to the SAP product information management system means that data only has to be maintained in one place, ensuring that information is always up-to-date and quick to access. "In terms of visual appearance, we have retained the new corporate design of the company with a stronger emphasis on the green brand color," says Koslowski.

A wealth of information for users and patients

In addition to the product information, B. Braun also publishes extensive background information for doctors, nursing staff and patients, under the heading "Knowledge." This area of the site informs medical professionals about current themes, concepts and therapies in the form of clinical studies and tutorials, video excerpts of important conferences and symposia. Easy-to-

understand product use videos and training programs provide practical assistance for daily clinical and practice work. Patients can find out more about surgical techniques or dialysis for instance.

“We feel that the clear structure, ease of use and quick access to relevant information are the main advantages for our site visitors, the majority of whom are medical professionals looking for more details on B. Braun's broad range of products and services,” says Dr. Schrammel about the new website.