

## PRESS RELEASE 2020 – WEEK 35

### New look for the Netherlands, Belgium and Switzerland Rameder extends "big update" to online shops for foreign countries

Regardless of whether you call it a towbar or a "Trekhaak": When it comes to the practical hook on the rear, Rameder is the market leader in Europe with 320,000 units sold. The company's own online shop, [www.rameder.eu](http://www.rameder.eu), is an important pillar of the business. There is now a whole webshop family with their own pages for many European countries. Freshly cleaned up and optimized in terms of responsive design, this is how they are now presented in the Netherlands, Belgium and Switzerland.

The web shops for Germany and Austria were completely overhauled by **Rameder** a few months ago and are well received by customers. Due to Corona, not only towbars are currently booming, but also bike carriers, which are also offered there in an unrivaled selection. From now on, customers from the Netherlands, Belgium and Switzerland can also look forward to an even more attractive shopping experience at the following addresses: [www.rameder.nl](http://www.rameder.nl), [www.rameder.be](http://www.rameder.be), [www.kupplung.ch](http://www.kupplung.ch).

Since more than half of the internet usage worldwide is handled by mobile devices, the topic of responsive design was given a lot of attention. "The new website adapts to all conceivable usage situations and screen sizes," says Marketing Director Jens Waldmann. Product search, category selection and menu design have also been improved and simplified. Operation is now even more intuitive and easy. Further country shops will follow gradually. **Rameder** currently operates its own online shops for twelve different nations.

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