

IFIEC Europe-press release on website relaunch

IFIEC Europe website relaunch - user-friendly and easy to navigate with a fresh design

Brussels, 13 May 2015 – Today, IFIEC Europe relaunched its website by completely redesigning the previous version. The new website is now more user-friendly with a fresh design offering intuitive navigation.

The objective was to produce an improved and clearer profile with more direct access to information related to energy intensive industrial consumers.

“Conceptualizing the webpages with the users in mind and offering a fresh, appealing design were decisive goals of the relaunch,” says Lars Jope, Director of Coordination of IFIEC Europe. “Our website visitors will get access to the information wanted quickly, selectively and clearly with as few clicks as possible.”

The pages are optimized for all common terminals. Regardless of whether users call up the pages by PC, smartphone or tablet, the website always appears in the optimal format.

The concept and design were developed in cooperation with pantamedia communications in Berlin.

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IFIEC Europe, International Federation of Industrial Energy Consumers, represents European energy intensive industrial consumers where energy is a major component of operating costs and directly affects competitiveness.

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