



PRESS RELEASE

WIKUS launches new website: extensive tips for users and innovative tools at a single click

Spangenberg, 8th July 2019: The WIKUS saw band factory presents its new, user-oriented website at www.wikus.de. The new appearance with intuitive user guidance and modern design places the needs of the customers in focus. Therefore, you can quickly find the optimal product for each specific application and increase the efficiency of your company with comprehensive practical tips and tools.

A new design and focus on the needs of the customer enables the website to help visitors achieve the best possible results with the right saw bands to help them work more efficiently and with greater performance. WIKUS pursues this mission for its entire range of products and services, from customer service and high-tech saw bands to digital tools.

More than product information: new areas with useful information for buyers and users

Specific, industry-oriented application information is complemented by helpful guides in the "Advice" area to help improve the service life of saw bands and reduce costs throughout the tool life cycle and across all industries.

Depending on the individual combination of material, cutting data and machine, the appropriate saw bands can be selected for a wide range of applications in steel making and trade, foundries, mechanical engineering, toolmaking, aerospace, automotive, construction and energy. In addition, FAQs and videos offer quick and easy help for frequently asked questions.

The Band Selector and ParaMaster® digital tools complement the modern, service-oriented concept of the website. While the Band Selector helps the user to select the right saw bands based on the machine, materials and dimensions used, ParaMaster® also provides assistance in determining cutting parameters and costs. Expenses can be reduced significantly, if the user follows the recommendations of the software. The program is available both as a web application and as a smartphone app.

Optimised for mobile use

The website has been designed and implemented in a completely responsive manner so that visitors can easily access its content on all mobile devices. In addition, buyers and users increasingly expect the same ease of use within the B2B sector that they are accustomed to in the private sector.

The website is currently available in German and English as well as through the company websites of the branch offices, further language versions will be available in the coming weeks.

Discover new content regularly at www.wikus.de.

About WIKUS

WIKUS – HIGHEST QUALITY „MADE IN GERMANY“

WIKUS is one of the world leaders in the metal cutting sector and Europe's largest manufacturer of band saw blades. Users from the following most varying fields trust in the highly efficient solutions offered by WIKUS: steel production, steel trade, foundries, machine and tool construction, aerospace, automotive, construction or energy industry.

Since 1958, WIKUS-Sägenfabrik from the North Hessian Spangenberg guarantees highest standards in the production of high-tech band saw blades with high-quality raw materials, up-to-date manufacturing methods and continuous quality assurance. At the same time, the family-run business sets leading product and technology trends with its innovative power on the market. In addition to the high performance product range, WIKUS offers comprehensive services which are adapted to each product. Partner companies as well as sales and service companies all over the world offer competent, personal support on-site.

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