

PRESS RELEASE

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Successful Relaunch: WISKA's website in a new look

With modern design, clear and simple navigation tools, a lot of information and a clearly structured product range, the website-relaunch of the Kaltenkirchen family company causes big enthusiasm.

The product range is the core of its web presence. All information is maintained centrally by the SAP ERP-system product information management system CatManSuite, creating an always up-to-date database which can be used in a media-neutral way. Divided into five categories, the website can be searched for the desired items and, in addition to technical information, visitors will also find product images, links to data sheets, certificates, 3D CAD files, product movies as well as corresponding downloads and functions. Specific products and areas of application such as of CCTV cameras, hygienic design or pressure equalization articles are fully explained while accessories and spare parts are also shown. WISKA familiar users, however, can directly and quickly look for products by using the search function and the product codes.

Visitors who are not merely interested in the products can also find information about the company's different projects and business areas, as well as the 95-year history of WISKA. In the "Contact" section customers can quickly and easily find their contact person via a country or postal code search. Services such as a venting calculator or information on latest fair dates are also offered. The website is available in German and English and all five international subsidiaries have their own web presence. In future, these websites will also be available in their respective national languages. www.wiska.com



About WISKA

WISKA manufactures electrical equipment, lighting products and CCTV camera surveillance systems for shipbuilding and diverse industries. Founded in 1919 in Hamburg, the family company now employs over 220 people worldwide. The product range includes, for example, searchlights, floodlights, reefer container sockets, cable glands, junction boxes and switches, completed by digital CCTV technology. WISKA operates its own research and development facilities and production plants next-door at its headquarters in Germany and has a global network of representatives and subsidiaries who ensure a quick and effective on-site customer service. www.wiska.com

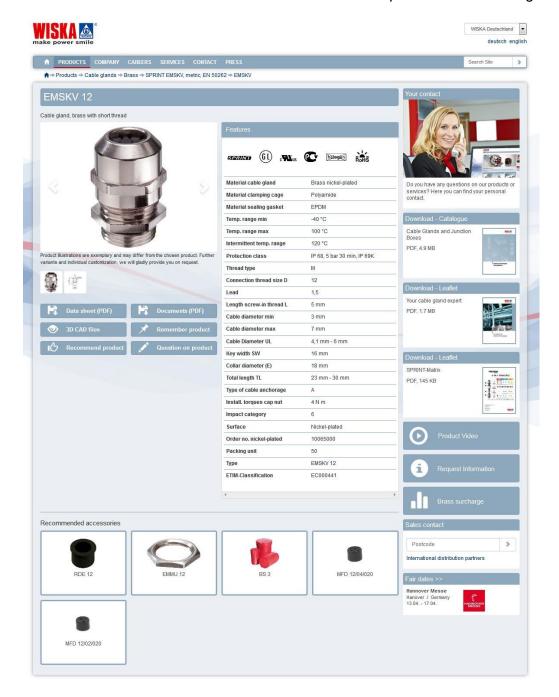
Picture subtitles

Picture "Homepage": "The well-structured new website lets visitors quickly find the desired information."





Picture "EMSKV": "In addition to finding relevant product information, customers can also download the related documents. This is illustrated here with an example of the brass cable gland EMSKV."



Press contact

WISKA Hoppmann & Mulsow GmbH

Anja Lange Kisdorfer Weg 28 24568 Kaltenkirchen Germany Telephone: +49-4191-508-503 Fax: +49-4191-508-509 Mobile: +49-174-9265212

a.lange@wiska.de www.wiska.com