



Presse-Information

Neue Internetseite

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Thinking ahead for you: KOCH launches new website

Leopoldshöhe. Koch Technology GmbH & Co. KG is the leading manufacturer of specialized machinery for drilling and dowel processing of narrow parts in the woodworking industry. The new website (www.kochtechnology.de) takes up the company slogan "Tomorrow's Technologies Today" and focuses on innovative technologies used by Koch. As a family business in the 3rd generation, Koch focuses primarily on a personal and individual approach. The website is clearly structured and easy to use, so that visitors can quickly find the desired information. The wide-ranging content focuses on the product areas of the new machines base / pro / and select.line, as well as used machines from Koch.

3 companies, 1 website

With the redesign of the website, Koch has decided to streamline his presentation on the Internet. The companies SG Lippe GmbH (distribution of used machines; www.kochresale.de) and KOCH LP (US subsidiary; www.kochmachinery.com) have abandoned their own websites and are now represented on the unified page of the Koch Group. This serves to provide clarity for the visitors, who can thus view the complete Koch product range compactly on one page.

The target groups

The new website bundles Koch's offerings and sees itself as an information platform for customers, dealers, media and interested parties worldwide. The multi-page topics provide information about products, technologies and the company itself. As a family business, it is important for Koch to show face and to offer visitors a personal insight into the world of Koch.

The new search engine

A central point of the website is the new machine search. Here, all machines are assigned to categories divided by product or processing. By doing so, visitors get the chance to quickly find and target machines for their needs.



The future

In the future, the range of services offered by the website will be further expanded. New machine types and new technologies will be constantly updated. Furthermore, Koch will increasingly focus on online communication and will present other digital offerings in addition to a regular newsletter service.

About Koch

The machine manufacturer Koch from Leopoldshöhe, Germany, is a medium-sized family-owned company with 60 years of experience on the market. Through the consistent further development of innovative manufacturing technologies, Koch has grown into a world-leading supplier of machines and systems for rational woodworking. The company's core competence lies in joining technology, as well as in the areas of sawing - milling - drilling - gluing - doweling.

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