

NEW WEB APPEARANCE FOR COLUSSI ERMES

Colussi Ermes is focusing on innovation now more than ever. Technological innovations are transforming all departments of our company. In this context, Colussi Ermes' new website presents a virtual showcase of the company, with an eye to the future yet deep-rooted in its origins.

The history of Colussi Ermes began in 1973 with the establishment of its first factory, which specialized in the manufacture of machinery and equipment for the food industry. Since its foundation, commitment to constant improvement has defined our company's history. These improvements are best exemplified by our expansion into new areas, investment in research and development, establishment of new factories with attention given to non-traditional market segments, filing new patents to protect product innovations, and development of strategic partnerships worldwide.

In 2013, Colussi Ermes celebrated its 40th anniversary and implemented a reorganization of its headquarters in Casarsa della Delizia, NE of Italy. The company's production division was enlarged and the offices were renovated. These improvements were aimed at optimizing process efficiency and ensuring that employees benefit from a comfortable, creative environment, which is a key to success.

As it aspires to continually progress, Colussi Ermes deliberately places transparency first and strives to earn the trust of its customers and prospects by dealing face-to-face, more than ever, also improving its presence on search engines thanks to accurate considerations on current search and navigation trends.

A new website serves as showcase that allows users to quickly and easily access the company, find answers to questions, and learn about the unique qualities of Colussi Ermes, which is notoriously difficult for companies operating in very specialized, traditional sectors.

«We took time to think about the needs of people who navigate our website and the Internet. We examined current communication trends and analyzed our web identity. We needed to create an accurate portrayal of the company as it is, as we live it every day, and provide awareness of its evolution and goals. At the same time, the website should reflect a philosophy of quality that doesn't disregard respect for 40 years of traditions and experience. Evolution is not possible without sticking to one's roots» the president Mr Giovanni Battista Colussi, son Andrea and daughter Chiara explain.

«We've chosen to speak about us, our history and milestones, and the attention we pay to crucial issues such as corporate social responsibility, quality and technological innovation in order to answer any potential questions a user might pose to herself/himself concerning our added value. The new website is particularly focused on the internal factors that are the most important to us. Moreover, sections were rearranged to highlight the value of products and fully explain their uniqueness».

Colussi Ermes also pays special attention to customer experience on social networks, where it launched its presence on various platforms in 2013. Interaction and direct contact are made easier and faster here, due to immediate communication.

Colussi Ermes is available on various social networks: find it on Facebook, LinkedIn, Google+ and YouTube. Visit the new website to learn more on Colussi Ermes, and get engaged on social networks.

Enjoy your web visit!

