

Focus on usability

## New websites for LoeschPack and Hastamat

(Osnabrueck/Altendorf/Lahnau, 13.04.2023) Just in time for the industry's leading trade fair interpack from May 4 to 10, 2023 in Duesseldorf, LoeschPack and Hastamat are coming out with new websites. Fresh design and a highly user-friendly layout are the key features of the new websites - bringing the two affiliates of the Piepenbrock Group even closer to their customers.

"We want to meet the needs of different users even better - and also offer them a professional and at the same time quick overview of the packaging solution that suits them best," says Olaf Piepenbrock, managing partner of LoeschPack, Hastamat and the parent company Piepenbrock. "Whether the user is looking for the right packaging machine or system for them by product or machine type: It was important to us that they find the right contact person easily and quickly."

### User-friendly operation

Finding the right packaging machine or technology, requesting quotations or getting in contact: All this is now very easy. The new LoeschPack and Hastamat websites are clearly structured. With fast loading times and intuitive navigation, users can find what they are looking for with just a few clicks. Those who select their product and a machine type in the "Machine Finder" receive suitable suggestions directly. If other components of the diverse machine portfolio are also of interest, the user can easily switch between packaging systems and products using links in the menu. The way to the contact form and the direct search for a regional contact partner worldwide are just as easy. For the implementation, LoeschPack and Hastamat once again relied on the expertise of the Osnabrueck advertising agency Kontrastkraft as well as on the SEO specialists of the Ranketing agency from Kerken near Duesseldorf. They had already redesigned the Piepenbrock Group's website.

### Stay up to date in multiple languages

The design is based on the fresh and optimistic brand of the Piepenbrock group and thus underlines the close ties between the companies. Appealing product and machine images also give the user a good visual

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## Press release

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insight into the diverse machine portfolio with a wide range of packaging solutions for food and non-food products. Whether trade show participations, statements or news in the packaging industry: under "News and Events", customers and interested parties are always kept up to date. To reach them worldwide, the websites are multilingual. The new websites are responsive and therefore easy to use on various devices, even when on the move.

### The agency partners

#### About Kontrastkraft

The advertising agency Kontrastkraft from Osnabrueck advises medium-sized companies on all aspects of classic and digital marketing, for example relaunch, personnel marketing, programming or e-commerce. In addition, it provides support in the creation of high-quality content and always keeps an eye on the strategy and brand values of its customers - for individual, targeted marketing and joint success.

#### About Ranketing

The name stands for the combination of ranking and marketing and thus for the services that the agency offers in focus: the optimization of websites and the development and implementation of online marketing measures to improve the ranking in search engines as well as the general findability and visibility on the Internet.

### About Loesch Verpackungstechnik

LoeschPack is a technology and innovation leader in packaging machines and complete systems for packaging chocolate, chewing gum, confectionery, dry baked goods, food, and non-food products. In this dynamic industry, LoeschPack has been a symbol for the highest quality standards, flexible and economical system solutions, and all-around global service with innovative service products since 1919.

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### Product range:

- > Complete packaging systems
- > Feeding, Distributing & Buffering
- > HFFS-flow wrapping systems
- > Fold wrapping machines
- > Cartoning systems
- > Trayloader

### Sectors:

- > Chocolate
- > Chewing gum & Confectionery
- > Cookies & Wafers
- > Cereal & Protein bars
- > Pharma
- > Food & Non-food

Find out more about Loesch Verpackungstechnik:

[www.loeschpack.com](http://www.loeschpack.com)

### About Hastamat Verpackungstechnik

Hastamat Verpackungstechnik GmbH develops and manufactures premium packaging machines and packaging systems at its production site in Germany and has a sales network that covers the globe. Its machinery includes vertical form fill and seal machines, multihead weighers, and systems for stackable chips. Since 1953, Hastamat has been a symbol for creativity and innovation based on decades of experience. Modern and efficient production methods and comprehensive quality management are the basis for technically sophisticated, economical, and high-quality machines and systems.

### Product range:

- > Vertical form fill and seal machines
- > Multihead weighers
- > Systems for stackable chips
- > Dosing systems
- > Counting lines
- > Product transfer systems

### Sectors:

- > Fresh & frozen food
- > Cookies & confectionery
- > Snacks & crackers
- > Powder
- > Pet food
- > Non-food

Find out more about Hastamat Verpackungstechnik:

[www.hastamat.com](http://www.hastamat.com)

Find out more about Piepenbrock:

[www.piepenbrock.de](http://www.piepenbrock.de)

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**Captions:** *2-2023-press-release-loeschpack-hastamat-new-websites.jpg*:  
LoeschPack and Hastamat put usability at the heart of their freshly  
designed new websites. (Image: Piepenbrock Unternehmensgruppe  
GmbH + Co. KG)

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