Made for refinishers – the new Spies Hecker website.

The newly designed Spies Hecker website is now online. It fulfills one of the brand’s central customer commitments: fast help for refinishers.

With a new online presence, Spies Hecker gives its customers a simple overview of the range of products, applications and services. “Our website is mainly used by refinishers. They look for information that will help them in their day-to-day work,” says Monika Fehn, eMarketing Specialist at Spies Hecker, explaining the strong focus on the Spies Hecker product systems. That is also why Spies Hecker has introduced a totally new online search tool – the product finder. Via a simple selection menu refinishers can quickly find the right products.

Expert advice

The website also gives more space to expert, technician and customer testimonials, which provide concrete practical examples. “This helps refinishers in their daily work,” Fehn says.

Simple and appealing

Every page offers information on interesting topics. Speed Repair, for example, has a direct link to corresponding training offered by Spies Hecker. Videos offer practical tips to help refinishers with colour searches and paint application.

Responsive design

Spies Hecker is also one of the first large refinish brands to provide all digital content in a responsive design format for its customers. This means that navigation, text and images automatically adapt to the size of the screen used to access the website. “This responsive design allows us also to ensure the best possible presence on mobile devices such as smartphones and tablets,” Fehn explains.

Improved contact

As many pages provide the details of the relevant contact person, refinishers will find it even easier to get in touch with Spies Hecker.

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