



## KRÜSS launches new website

*Engaging, content-rich relaunch with optimized mobile use and diverse navigation aids for newcomers to interfacial analysis*

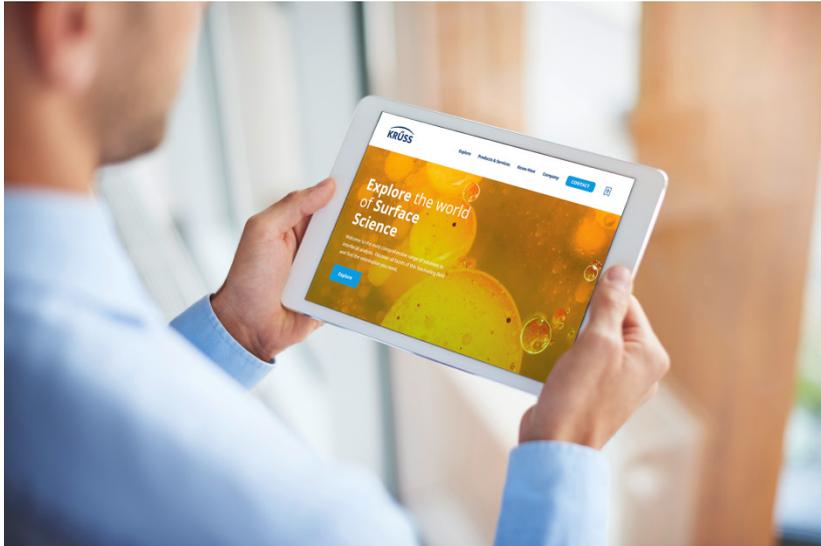
**Hamburg (Germany), December 17, 2020** – KRÜSS completely renewed the company's website in a relaunch. Fresh content is now even more accessible whether at the office or mobile. Moreover, the focus is on a solution-oriented approach that makes navigation easier, especially for non-expert visitors.

Users are sometimes initially unaware that a certain behavior of their product could be related to interfacial chemistry. For example, visitors who want to remedy the lack of long-term adhesion of a coating or the formation of lumps in a dispersion are not necessarily familiar with the relevant contact angle measurement techniques. It is much more obvious to look for a solution that starts directly from the problem.

With the new website, KRÜSS puts this entry option in the foreground. Visitors select their material and/or their process and the website offers purposeful information from the customer-focused site: use cases, application reports, videos, products, background knowledge, and more. In addition, there is still a classic menu navigation, which quickly provides orientation with a clear structure and a variety of functions such as filters, bookmarks, or a comparison of selected products.

The new KRÜSS website was created in cooperation with the Hamburg agency Elbkapitäne and is available at [www.kruss-scientific.com](http://www.kruss-scientific.com) in German, English, and Chinese.

## Photo



Direct access to the Explore area of the KRÜSS website for targeted searches or surfing

## About KRÜSS

**Advancing your Surface Science.** As specialists in interfacial chemistry and the world's leading supplier of measuring instruments for surface and interfacial tension, we not only provide high quality product solutions – our offer is a combination of technology and scientific consulting. These include seminars and technical service as well as our Applications & Science Center for trainings and professional measurement services. Our exclusive distribution network and our locations in Hamburg (Germany), China, the US, Great Britain and France allow us to provide fast, flexible support for R&D labs and in quality control throughout the world. Our expertise, precision and passion have already convinced many prestigious companies in countless industries.

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