

# #05 Press release

18<sup>th</sup> September 2018



International trade fair for machinery, equipment and systems for the processing of flat and hollow glass; glass and finished products for the industry

## VITRUM GEARS UP FOR THE 2019 EDITION WITH A REVAMPED ONLINE EXPERIENCE

**The new Vitrum website is live with entirely updated contents and navigability**

The website makeover for Vitrum, the international trade show specialized in machinery, equipment and systems for flat and hollow glass and in glass and processed products for industry, is up and running and ready to be explored at <https://www.vitrum-milano.com/en/>. The new layout and graphic design offer the ultimate user-friendly experience thanks to an entirely updated information and communication format.

Designed with the utmost usability of contents and information in mind, [www.vitrum-milano.com](https://www.vitrum-milano.com) was completely revamped to meet the needs of exhibitors and trade professionals. *"With the user experience clearly in mind, the updating goals we set for ourselves," states Vitrum President Dino Zandonella Necca, "were to offer a streamlined, easy-to-navigate tool for everyone interested in participating in Vitrum – exhibitors and industry professionals – and to speed up and highlight the services and opportunities available from the Show, ensuring ongoing, timely updates on Vitrum and on the products that can be found there."*

*"We also focused on integrating the contents with those provided by the exhibitors, so as to increase their visibility and allow visitors improved access, in the months leading up to the show, to what they can expect to see at Vitrum," continues Zandonella Necca. "These features will allow our exhibitors to promote their latest innovations and inform industry professionals about their products even before the doors to the pavilions open. In other words, a site that becomes a reliable hub of information for the industry, that remains viable even outside the dates of the show itself."*

The fully-responsive website now ensures the best possible user experience from any device, making it handy and easy to use even on-the-go.

The main innovations include the section dedicated to the **12 Vitrum Specialized**, themed areas representing the macro-categories to which the exhibitors belong. *"This brilliant addition is already gaining favor with manufacturers and arousing the interest of industry professionals," remarks Zandonella Necca. "Each Specialized page will include articles and in-depth content about that specific category, with information provided by the exhibitors themselves."*

Starting this year, the site offers exhibitors an extensive new array of (free and paid) promotional opportunities, along with even greater integration with the show's social media profiles, ensuring maximum visibility and availability of the contents.