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www.soliswiss.ch now in five languages

To coincide with its 50th anniversary, Soliswiss has launched an attractive, user-friendly website in five languages. Check it out! Visit us at www.soliswiss.ch



Felix Bossert, Director of Soliswiss with overall responsibility for the new website

«Our members live in 144 countries around the world. The fastest and most convenient way of publicising our attractive products is the Internet. The first version contained German and French versions. This was then expanded to include English, Italian and Spanish, and our messages were made shorter and snappier. We look forward to feedback from around the world!»

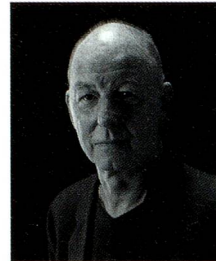


Hans Grüninger of Weiersmüller Bosshard Grüninger WBG, AG für visuelle Gestaltung, Zurich, responsible for the graphics

«The aim of the new website is to inspire Internet users to check out the services provided by Soliswiss. Clear, contemporary graphics allow them to immediately identify and understand what Soliswiss is all about and what type of benefits they can derive from Soliswiss products.

The website layout is based on horizontal levels with different emphases and colouring. The familiar visual language is supplemented by imagery reflecting the four core activity areas of Soliswiss.

Textual and visual information is graphically applied in a controlled but entertaining manner so as to enable visitors to prioritise visual content. This guides the user as he or she navigates smoothly from the essentials to the details.»



Robert Roos and Alice Baumann, text experts, responsible for the editing of textual content

«In an age obsessed with the visual, texts have a difficult time

being noticed. Text should therefore be as simple, short and understandable as possible. Faced with the complex issues contained in the new Soliswiss website, our team tried to come up with texts that could be read and understood with as little effort as possible. The ultimate goal of reading is to elicit a response – to instil trust in Soliswiss products.»



Patrick Schürmann of Adwired AG, Zurich, responsible for consulting and design

«The main aim of the new website was to offer users more information with fewer mouse-clicks. In short: To simplify the search for information and enhance the presentation of Soliswiss products.

This includes an easy-to-follow product range structure and streamlined content, particularly for potential policyholders, as well as direct access, for example, to damage claims for existing clients.

Plus a new feature: To enhance the quality of content even further, boxes adjacent to the product pages provide regularly updated information on topics of interest and details of special Soliswiss offers.

The new-look Soliswiss website with its contemporary structure makes finding information child's play.»

