

UNTHA launches new website

New and improved features on www.untha.com

UNTHA shredding technology has revamped its online presence with a cutting-edge design for its website and added emphasis on user-friendliness and information content. The premium manufacturer of shredding technology based in Kuchl near Salzburg/Austria has thus taken an important step towards user-focused content management.

Websites age, too. For UNTHA as pioneers in shredding technology and drivers of digitalisation, the decision to put its Internet presence on a state-of-the-art platform was therefore a logical one. The project kicked off in July 2020, and the new website www.untha.com will go live in six languages on 12 April 2021. Together with their external partner Pixelart, the project team under the leadership of UNTHA Online Marketing Manager Christian Reiweger implemented a platform based on the latest solutions available on the market, both in terms of content management and server structures. “The goal was to offer visitors a more up-to-date surface that reflects our new corporate design and is adapted to the specific requirements of the digital world at the same time”, Christian Reiweger explains.

Focus on the user

On www.untha.com, it is immediately obvious that the platform is based around the needs of its visitors. The website developers wanted visitors to be able to find the shredder that is right for them based on their input material, and to make it easy for them to get in touch with UNTHA. The new product pages offer a quick overview of the most important facts and figures for each machine as well as its preferred areas of application. Reader-friendly, in-depth information is also available for all those who want to find out more. The new website also places a stronger emphasis on services and products, which are clearly laid out for added conciseness and may also be requested directly. The third area of the website is the new career platform that offers interested parties important information on the company and their potential future place of work. “We are happy to say that we have created a website that is all about its visitors. We guide them towards the solution that is right for them in a straightforward, concise manner”, says Christian Reiweger. To find out what the new website has to offer, visit www.untha.com.

UNTHA shredding technology

Reliable shredding technology that goes back more than 50 years!

UNTHA shredding technology develops and manufactures customised, reliable shredding systems that are used in a wide range of applications, from material recycling to processing of residual and waste wood and the reprocessing of waste to produce alternative fuels. In this way, the company makes an important contribution towards the conservation of resources and the sustainable processing and reduction of waste.

The company was founded in 1970 and is headquartered in Kuchl near Salzburg. UNTHA has more than 250 highly qualified employees and a worldwide sales network that spans 40 countries on all continents, placing it among the world's leading manufacturers in this growing, future-orientated industry.

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