

Ledlenser launches new webshop

Whether for professional requirements, everyday life and household or sports and leisure:, customers can now find the right lighting solution at a glance in Ledlenser's online store

Solingen, November 2021 - **With a new design and a completely revised menu structure, the traditional Solingen-based company for portable light is placing customer satisfaction even more at the center of its web store. On the start page, the three application areas Home and Life, Work and Professional, and Outdoor and Sports are clearly listed as entry points. Customers can thus find the right product selection for their scenario without a long search., They can also find detailed information about the technical data and functions at a glance on the individual product pages. Anyone with a service inquiry about products, spare parts, or the Ledlenser Connect Apps will find links to various forms directly on the home page and can use a chat-like form to exchange information with Ledlenser's service team. New products and special editions are also presented directly on the home page. When ordering online in the web store, users currently also receive free engraving for many lamps.**

Ledlenser's online range currently includes more than 270 flashlights, headlamps and multifunctional lamps with modern LED technology and special features. In addition, there are numerous innovative accessories such as special power banks, credit card cases with integrated light and, most recently, Ledlenser-branded T-shirts and hoodies. Accordingly, the areas of use and requirements of the customers are also broad and different. With its new store system, Ledlenser is now addressing the various needs of the individual target groups even more precisely. When creating the new web store, the team had new customers in particular in mind, who were prone to easily lose track of the product variety before. Users are now led directly to the appropriate product pages, where they can find significantly more technical details and information than before. Ledlenser-specific features and technologies of the products, which are developed entirely in Germany, are also explained in detail.

For example, a special page has been set up for explosion-proof ATEX products, which also provides information about the different protection classes. Anyone looking for exciting news from the world of portable lighting can keep up to date

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in the new blog. In the future, entries from the Ledlenser Light Heroes will also be found here: Professionals from the fields of extreme sports, light painting, photography, long-distance runners such as running pro Jan Fitschen. A permanent outlet area has also been set up. Bargain hunters will also find regular sales and premium promotions. An expansion of the payment methods is also intended to contribute to the positive shopping experience: these include PayPal and Klarna (purchase on account, immediate payment e.g. by credit card and also an installment purchase are possible). Guest orders are also possible without having to create your own account. Since 60% of users already use a mobile view, the entire web store has been optimized for smartphones.

"In order to meet the demands and wishes of our various target groups, we first conducted extensive internal and external research. As a result, we merged our previous international website and the separate German webshop into a new store system, which has now been launched in German and English," says Melanie Dornhaus, Digital Project Manager in the E-Commerce division at Ledlenser. "In the process, we completely revised the design and menu navigation and made some process adjustments to optimize the user experience. Now we have created a completely new and modern platform, which we will continue to work on permanently and plan various testings. This big step is also in line with our strategic E-Commerce direction: the new web store should become the hub of the Ledlenser digital experience, presenting the brand and products in the best light. We are delighted that this will enable us to offer our customers an optimized shopping experience when choosing their portable lighting solutions." The company is particularly proud of the fact that this project was mainly managed internally and on an interdisciplinary basis.

Ledlenser's web store can be accessed at the following link:

<https://ledlenser.com/de/>

About Ledlenser

The Solingen-based company Ledlenser GmbH & Co. KG is one of the world's leading manufacturers of portable LED lighting products. The experts for high-quality lamps have been offering a wide range of products for different target groups for over 20 years. Professional users in the industrial and security sectors will find the right lamp here, as will sportsmen and women, camping and outdoor enthusiasts, or handymen and do-it-yourselfers. The portfolio also includes power banks. Products from Ledlenser are "Engineered & Designed in Germany".

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