

## Press release

# B&B Italia launches its New Website

B&B Italia renews and relaunches its web platform.

The new site, fully renovated in both graphics and content, consists of two different URLs: B&B Italia (bebitalia.com) and Maxalto (maxalto.com). This choice will enable quick, clear, and complete consultation for users on two dedicated but cross-navigable platforms.

The platform will also contain clear links to websites of the brands Azucena (acquired by B&B Italia Spa in 2018) and Arclinea (acquired in 2016), strengthening the size of the group and the importance of all its brands.

The platforms are aimed at three targets through three dedicated navigational paths. First, end costumers, that is, lovers of high-end design who want to be inspired by immersive, captivating images in view of a purchase. Second, architects and interior decorators, that is, professionals in the sector who view the B&B Italia and Maxalto websites as landing pads where they can find all the necessary technical content for their design work. Finally, dealers and retailers who use the sites as a primary reference for staying up to date with new brand collections, new openings, events, and group projects.

On the new site, the navigation menus have also been simplified and organized into four sections - "**About**", "**Products**", "**Be inspired**", and "**Contract**" - dedicated respectively to the company, collections, news & inspiration, and the Contract business.

There are three new aspects related to the user experience:

- **Two dedicated sites**, B&B Italia and Maxalto, to enhance the respective brand equities and clearly present the complete product catalogue, while encouraging cross navigation between the different collections and types and offering the possibility to "flip through" the individual product sheets;
- A dedicated area called **A&D Area** for architects, designers, and professionals in the sector, where they can find detailed technical information in a complete, intuitive manner;
- **The News & Inspiration** section of B&B Italia presents updated news and original projects, inviting users to discover suggestive settings that express the sophisticated contemporary flair and timeless elegance of B&B Italia. The Journal section of the Maxalto site will serve the same purpose;
- **Mobile First**: accessible from any technological platform, from PCs to smartphones to tables, and easily adaptable to different screen sizes, offering full-screen images and vertical navigation with traditional scrolling or the use of contextual menus.

Finally, in the digital acceleration process of Gruppo B&B Italia, it is important to highlight the implementation of PIM (product inventory management), a digital innovation tool that will allow product information to be grouped and organized coherently and made available on the web platform, but also at different entry points in the company (ERP, configurator, etc.) in multichannel way.

The partners assisting B&B Italia in the development of this project are Jakala for the construction web platform and GMDE for the implementation of the PIM.

### For further information, please contact:

B&B Italia Group  
Silvia Rebuli - Global Communication Director  
Barbara Carraretto / Laura Confalonieri  
press.lounge@bebitalia.it - T. +39 031 795 327 / 343

FRANCE Press Contacts  
Agence Lorraine de Boisanger - Paris  
agence@ldeboisanger.com - T. 01 42 61 09 09

CHINA Press Contacts  
Karla Otto Shanghai / Mathias Qu - Account Director  
mathias.qu@karlaotto.com  
T. +86 21 6466 6161 - M. +86 152 1662 2770

USA Press Contacts  
Ali Martillotta - ali.martillotta@bebitalia.com  
M. +1 440 463 3424