

Expertise Plus Newsletter

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Solution Finder: Straight to the solution

The Solution Finder on BTC Europe GmbH's revised website will help you to find the right product solutions for your requirements.



Clearer and easier to use: BTC Europe GmbH launched its new website at the start of the year, but many features remain the same. For example, the website automatically switches to the user's country and language, and the BTC contact persons can also still be found online as before.

The Solution Finder as the new central feature

The web matrix still displays the full range of product lines for the industries supplied by BTC. But there is a new innovation – the web matrix has been replaced by the new heart of the website, the Solution Finder, as the central navigation platform. "There is a good reason behind this: the new Solution Finder allows users to find the best solution quickly and directly, whatever their requirements," says Dr. Jochen Eicher, Head of Marketing and Communication at BTC and responsible for the website.

Industry or Product Line view

Using the Solution Finder, website users can find the right product for their requirements step by step. One option is to use the **Industry view**, in which they first select their industry and then access the solutions offered via the application and chemical groups they need. Or users can choose the **Product Line** view to access the solutions offered via product sub-groups and required applications.

All information on one page

Each solution is described and the brands of products suitable for this solution are given. Next to it – a new innovation on the BTC website – users will find the BTC **contact person** responsible for this field, including his or her contact details. The appropriate product list for the selected application completes the information on this page. There is also the option of requesting an **offer by e-mail** directly for the solution shown or one of the products. The Solution Finder allows users to choose the products they want from currently over 500 solutions. BTC's experts are adding to and perfecting the range all the time.

With customers where they are

Despite the new website, BTC also remains the local contact partner for customers on the ground. The Solution Finder displays the services offered in the usual six BTC languages: English, German, French, Italian, Spanish and Dutch. The contact partners are also automatically displayed for the website user's own country. "We have also integrated further information for our customers into the new website, such as the 'Brands & Products' section," adds Eicher. "There, website users will find all the products in our range, from over 300 product brands, in alphabetical order, and can also directly request an offer by e-mail."

If you have any questions or suggestions, Dr. Jochen Eicher, Head of Marketing and Communication, will be happy to help. Contact him at [jochen.eicher](mailto:jochen.eicher@btc-europe.com) at btc-europe.com.

We are developing all the time and would love you to be a part of this. You will receive the next news from the world of special chemicals with the next Expertise Plus Newsletter.