

Press Release

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Corporate design refresh: BAUER Group website shines in a new look

Schrobenhausen – Fresh, modern, strong: The BAUER Group website has a new look. With a complete facelift, the Group has given its website a modern and clearly structured look. The revised design focuses on user-friendliness, an appealing look and intuitive navigation in order to offer visitors an optimal online experience.

The renewal is part of a comprehensive corporate design refresh that the BAUER Group has been pursuing since last year. This involves modernizing the external appearance – from print products to the trade fair presence and digital media – based on the existing corporate design principles.

Modern, a fresh design and strong content – these were the central guiding principles in the revision of the Bauer website, which includes the pages of the BAUER Group as well as those of BAUER Spezialtiefbau GmbH, BAUER Maschinen GmbH and BAUER Resources GmbH.

"With the relaunch of our central website, we not only want to convince on the outside, but above all offer our visitors added value. User-friendliness and modern design were at the forefront of the development," says Peter Hingott, Executive Board Member of BAUER AG.

The BAUER Group cordially invites customers, business partners and interested parties to explore the new website and see the modern design and user-friendly structure for themselves. Visit the new website at www.bauer.de!

Image: pressebild-press-image-website-relaunch-bauer-ag



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About Bauer

The BAUER Group is a leading provider of services, equipment and products dealing with ground and groundwater. The Group can rely on a worldwide network on all continents. The Group's operations are divided into three forward-looking segments with high synergy potential: Geotechnical Solutions, Equipment and Resources. Bauer profits enormously from the collaboration of its three business segments, enabling the Group to position itself as an innovative, highly specialized provider of products and services for demanding projects in specialist foundation engineering and related markets. Bauer therefore offers suitable solutions to the world's greatest challenges, such as urbanization, the growing infrastructure needs, the environment, as well as water. The BAUER Group was founded in 1790 and is based in Schrobenhausen, Bavaria. In 2022, it employed about 12,000 people and achieved total Group revenues of EUR 1.7 billion worldwide. More information can be found at www.bauer.de. Follow us on [Facebook](#), [LinkedIn](#) and [YouTube](#)!