

Case Study: DI Petra Kogler e.U.

Website Launch & Digital Brand Modernization

Client: DI Petra Kogler e.U. – Concrete & Building Materials (Austria)

Year: 2025

Service: Web Design, Brand Strategy, UX/UI, Copywriting

The Challenge

With over 100 years of legacy, DI Petra Kogler e.U. is a family-owned company rooted in tradition and craftsmanship. However, its online presence no longer reflected its long-standing reputation or ambitions for the future. Our goal was to create a modern, scalable website that honors the company's heritage while positioning it as a forward-thinking brand.

Our Approach

We led a full digital transformation through:

- Strategic Brand Positioning: Reframing the company's identity to reflect both history and innovation.
 - UX/UI Design: A clean, structured layout to present complex products clearly and intuitively.
 - Content Development: Storytelling that makes the brand's multi-generational journey tangible.
 - Technical Implementation: Mobile-first, scalable, and optimized for future digital growth.
-

Key Improvements

- Stronger Brand Presentation
A modern, trustworthy image that honors values and heritage.
 - Improved User Experience
Clear structure and intuitive navigation help users quickly find information.
 - Mobile-First Optimization
Fully responsive site adapts to all devices.
 - Future-Ready Platform
Built with scalability in mind to support ongoing growth and future features.
-

Results & Impact

- Stronger local brand awareness
 - Improved customer trust through clear storytelling
 - Faster navigation and increased engagement
 - Seamless UX across desktop and mobile
 - Aligned visual identity with legacy and future direction
-

Bridging Generations

From Ferdinand Ebinger (est. 1921) to Petra Kogler (today), this company's journey spans resilience, innovation, and dedication. The new website reflects this evolution and sets the stage for the next century.

Visit the live site: www.betownaren-kogler.com

Project by: TimKStudio