

Media Release dated 20 September 2013

Quali-Night launches its new website

On 20 September 2013 the night courier from Kölliken launches its new website in German, French, Italian and English. Primarily designed in the company's colours, yellow and blue, the new appearance is visually very strong, and the content has been cleaned up to focus purely on the essential.

Innovative strength, speed and transparency are the core values of Quali-Night AG. These attributes should also be reflected in the company website. That is why, these experts in overnight transport decided to tackle the redesigning of their website in the summer of 2013. Within a few months, they had already defined the design, structure and content, produced concise and relevant text, and then finally everything was ingeniously programmed.

Visitors can now enjoy the direct access from the website to the electronic tracking platform, Track & Trace, via a navigation bar in the form of a barcode scanning strip. This design element was deliberately chosen because the scanning process has been a constant feature in Quali-Night's working process and can perhaps even be considered as the most essential factor. Thanks to the scanning, consignments can be electronically found and tracked at any time. An added value that the customers of the night-service courier have been happily able to rely on for a long time.

The user can find all the information that is pertinent to them under the headings of Added Value, Innovation, People, Solutions and Contact. All the relevant content is displayed, from the services offered, including special solutions and the resulting added value for customers, process descriptions, right up to the presentation of the team and job opportunities.

Just as our customers rely on us as a strong partner, we have also brought competent help „into the hub“. zeindler_kradolfer is responsible for the design, the texts were written with Sara Meier's quill, dietexterin.ch choreographed the imagery and Daniele Lupini was in charge of photography.

About Quali-Night

Quali-Night AG, centrally stationed in Kölliken, is the night service provider of the three renowned Swiss transport companies Camion Transport AG, Galliker Transport AG und Planzer Transport AG.

Quali-Night is also known as the Swiss representative in the European Service Logistics Association, abbreviated as ESLA. With its network of 40 hubs in Europe, its customers can organise their transport throughout Europe with only one central point of contact. For further information, visit www.quali-night.ch and www.esla.info.

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