

**Pressemitteilung / Press
Release**



eXtra4 Webshop Relaunch

New design - old prices

Birkenfeld, 05.12.2022. Ferdinand Eisele GmbH is launching an upgrade for the online shop of its eXtra4 Labelling Systems brand. Under the familiar web address extra4shop.de, the jewellery and watchmaking industry can now more conveniently meet their goods labelling needs. The redesigned B2B webshop of the label specialist from Birkenfeld near Pforzheim offers everything for labelling jewellery, watches and gemstones not only in a new look, but also with new features and at existing prices.

More ease of use - even mobile

With its clear structure and design, the new eXtra4 online shop aims to make the purchase of labels, software and hardware for labelling, as well as accessories, more convenient. Special attention is paid to

mobile use. Professionals in the industry should also be able to cover their labelling needs simply and practically via mobile phone.

A detailed search function and new filter options support the selection of the right label - whether for hand marking or label printers. Quick view and comparison feature quickly lead to the desired result. If you want to have your favourite items immediately at hand, log in as a user and save your personal selection for the next order in a wish list. Ordering without registration remains possible, as before.

Launch with existing prices

Although ease of use is at the heart of the redesign, shop customers cannot continue to use existing logins. User data cannot be transferred from the old shop system to the new one. In order to soften the changeover with a new password for formerly registered users, Ferdinand Eisele has decided not to adjust the prices at the same time as the shop relaunch. It is not planned to take increased costs into account before the turn of the year, so orders can be placed in the new eXtra4 shop at current prices until the end of 2022.

(1.846 digits incl. blancs)

Images with captions



Fig.1: In a clear look: the new eXtra4 webshop

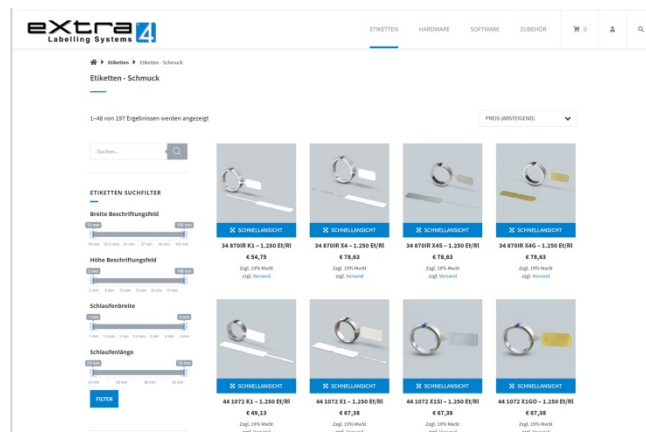


Fig.2: Filter options support the choice of the right label

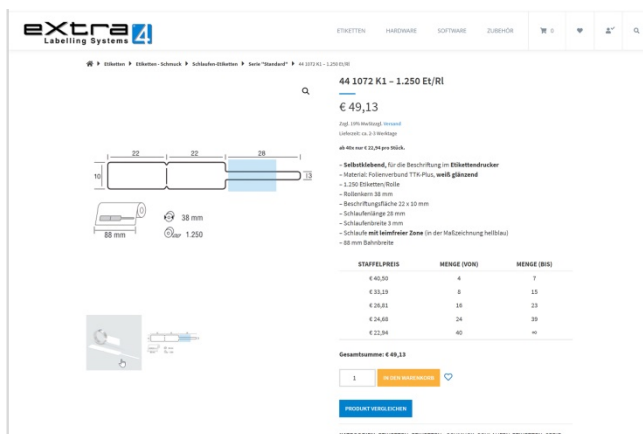


Fig.3: Label detail view in the eXtra4 webshop: Dimensional drawing and exact description