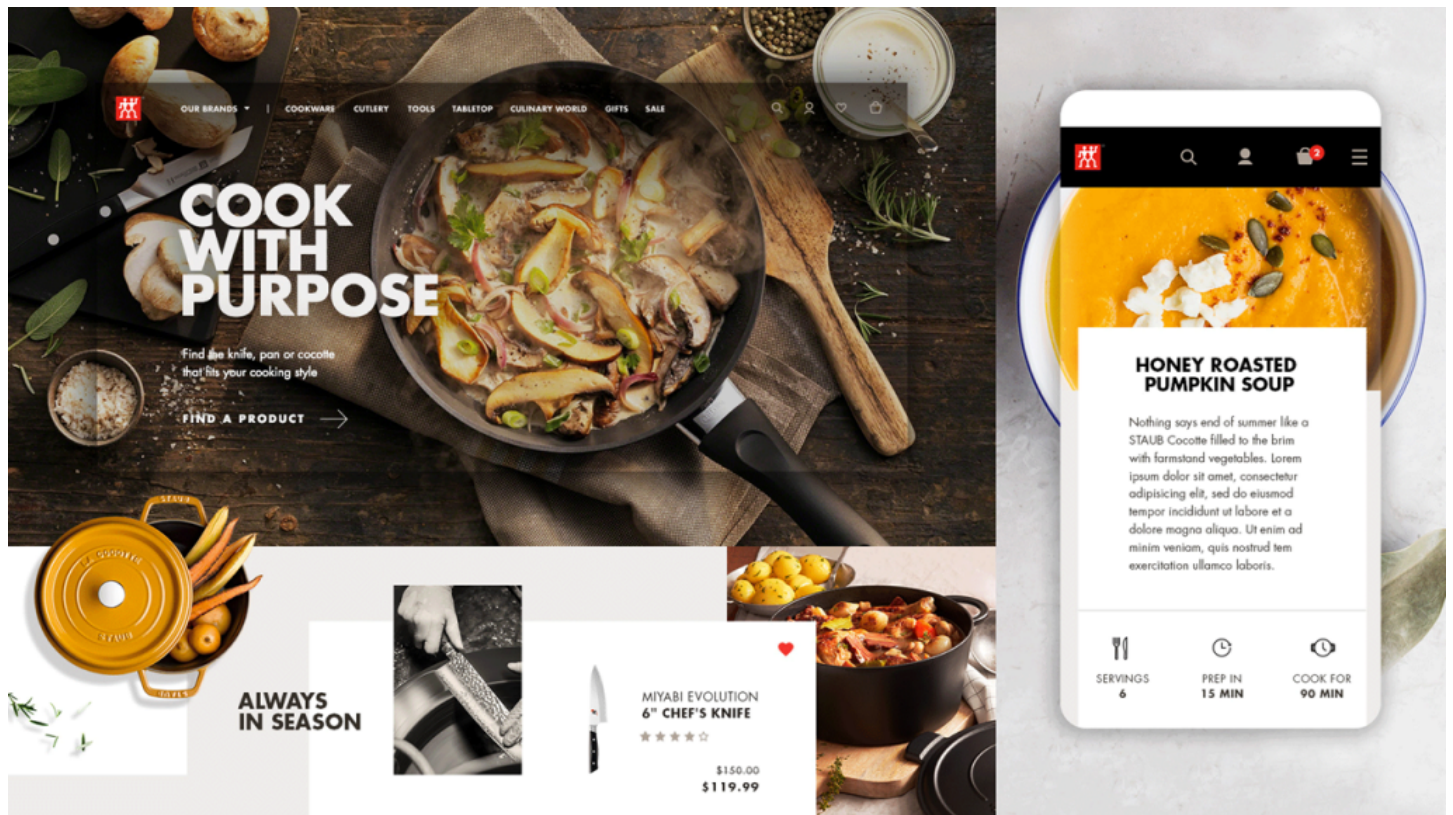


Isobar lends a ‘new avatar’ to ZWILLING J. A. Henckels Shop

An extensive website revamp project for a German heritage knife manufacturer established in 1731.



Pune, Aug 26, 2020 ([Issuewire.com](https://www.issuewire.com)) - Isobar the digital agency from the house of Dentsu Aegis Network, (DAN), unveiled ZWILLING online shop’s revamped avatar for customers in the German market. Additionally, the online shop aims to cater to consumers in France & Austria.

ZWILLING J.A. Henckels is one of the largest and oldest manufacturers of kitchen knives, scissors, cookware and flatware, known for his legacy of high-quality products as established in 1731.

The Isobar team worked relentlessly towards delivering a spectacular user experience as other ZWILLING websites. Through several customizations and enhancements that Isobar team deployed, Zwilling experienced a significant performance boost marked by increased website footfall and flawless user experience. The Isobar team is gearing up to extend ZWILLING’s enriched user experience to its wide customer base in further countries.

On this successful website rollout, team ZWILLING expressed that “We are very excited about the full transition to the new platform and we thank Isobar for their effort, expertise and contribution. We are excited to take our business to the next level.”

“Working with Isobar for almost three years now, we are looking back at a great partnership and are excited to move forward and jointly approach new challenges,” said Kolja Ferda, Global Head of Digital Infrastructure and Technology, Digital Services, ZWILLING.

Shashikant Shimpi, VP and Country Head, Isobar World Services, said “It is very satisfying to deliver measurable results to our clients. Being able to contribute to our clients’ continuous growth is our motto.”

On this landmark achievement, Sailatha Karthikeyan, Director Technology at Isobar World Services shared that “It’s been a great journey for Isobar with ZWILLING team all along ideating, co-creating, and implementing an enriched end to end customer experience for their e-commerce website. Happy and delighted to be part of the successful ZWILLING rollouts.”

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