



Complete marine systems innovator VETUS has launched a user-friendly website with webshop and service center

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## VETUS Reveals New Website in Digital Brand Refresh

VETUS has announced the launch of its new website, offering customers an enhanced user experience to coordinate with a unified branding refresh across the company's digital platforms.

The new site is brimming with concise content and features a user-friendly redesign for simple and speedy navigation, browsing and searching. The visually driven [site](#) showcases VETUS's capabilities and knowledge as a global innovator for complete marine product systems and incorporates a

new webshop and Service Center.

VETUS overhauled its website to provide fresh insight into the brand as part of updates to its entire online profile, responding to the continued growth in internet traffic accelerated by the pandemic and the reduction in boat show attendance.

Visitors will enjoy crisp, clear imagery and graphics combined with an intuitive user interface. The site provides boaters and businesses with a valuable resource for easy product ordering, plus relevant and focused information in a less text-heavy format.

“The new website represents a genuine progression for our clients and ourselves,” says Sander Gesink, Marketing Director, VETUS. “It gives us the opportunity to better serve our customer base with an enhanced user experience and more relevant information in one convenient location. We want people to understand that VETUS is a global innovation company within the recreational and light duty commercial market. Where the old site largely acted as a product inventory, the new design showcases the VETUS brand to its best advantage.”

With its intelligent search functionality, the redesigned website leverages VETUS’s considerable industry knowledge to assist customers in rapidly and easily finding the correct solution for their requirements. The site’s new Service Center will allow people to access a broad range of relevant resources including brochures, product/technical information, videos, imagery, 3D drawings and price lists.

Meanwhile, the new webshop, containing more than 4,000 products and thousands of spare parts, will enable customers to view transaction details such as their order history and invoices. B2B customers can buy directly from the webshop, while end users can fill out their shopping card and contact a local dealer accordingly to complete the actual purchase.

“We’re refocusing our efforts so as to prioritize the actual experience of using VETUS equipment as opposed to merely concentrating upon the products themselves,” added Sander Gesink. “The new website will become a pivotal asset in our interactive, cross-media platform. It will be an emblematic example of a leading-edge approach whereby the site, our social media feeds, our presence at boat shows and our profile in print will all benefit from

a unified, forward-thinking look and feel. We also anticipate that the interest generated by the new website will motivate people to learn more about VETUS solutions by visiting dealers from our extensive international network.”

View the new website at [www.vetus.com](http://www.vetus.com).

Ends

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### **About VETUS – Creator of Boat Systems**

Founded in 1964, VETUS sets the global standard in the design and manufacturing of complete onboard boat systems—including engines, generators, bow thrusters and control panels—for recreational and small commercial vessels. VETUS prides itself on innovation and engineers the majority of its 4,000+ product lineup in-house. The company’s commitment to quality, reliability, and delivering a superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

VETUS has its headquarters in the Netherlands, with subsidiaries in 17 other countries and an unparalleled worldwide distribution and service network.