

Inotech - Successful soft relaunch for a modern website

Client:	Date:	Categories:	Tags:
Inotech	новембар 09, 2026		#UX Konzept & Design

A modern, user-friendly and secure website is essential for companies to successfully present in the digital space. For Inotech, we implemented a soft relaunch of the website to ensure a modern UX, improved security and efficient content maintenance by the internal team.

Challenges

Inotech faced the challenge of modernizing and future-proofing its existing website. This involved selecting a suitable WordPress theme, optimizing user-friendliness, and implementing modern security standards. Additionally, the internal team needed training to maintain and manage the website independently.

Solutions

To meet these requirements, we developed **a modern, responsive design** that ensures intuitive navigation across all devices. Additionally, a **UX concept** based on reusable section templates was created to provide a consistent and user-friendly structure.

A key feature is the modular **"building block"** system, which allows the Inotech team to create and adapt content flexibly without technical assistance. Furthermore, the careers section was optimized to better attract applicants. Enhanced tracking functions now enable precise user data collection, which can be used for continuous website optimization. The website is built on a scalable architecture, allowing for seamless future expansions and adjustments.

Benefits

- **Modern web presence:** Attractive design with optimized UX.
- **Enhanced security:** Implementation of up-to-date WordPress security standards.
- **Efficient management:** Employee training for independent maintenance.
- **Future-proof solution:** Scalable architecture for long-term growth.

About the Company

Inotech is a leading provider of innovative plastic technology solutions with over 30 years of industry experience. The company employs around 500 people and operates eight locations across Europe, including production sites in Germany, the Czech Republic, and Bulgaria. Its services range from product development and toolmaking to plastic processing and

component refinement. Inotech places great emphasis on bringing customer visions to life through cutting-edge technologies and deep expertise.

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