

Press release

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Adera builds Trelleborg's new website

At the end of September, Adera delivered Trelleborg's new Group website. The target groups are primarily investors, media, customers and suppliers.

"Adera secured the assignment to assist us in renewing our website and, at the same time, develop Trelleborg's image as the leading company in all of its business areas in terms of technical skills. We are extremely satisfied with the result and the flexibility shown by Adera during the entire project period," says Magnus Heide, project manager and coordinator at Trelleborg.

Trelleborg's new multilingual website, with approximately 50 pages, has dynamic navigation and is equipped for future e-business solutions. It is also designed to fulfill the demanding requirements of the financial market regarding depth and breadth of financial information. The site, www.trelleborg.com, will be the foundation for the Group's other websites.

"We have enjoyed excellent cooperation with everyone at Trelleborg. Our customer has been very professional and well-acquainted with the art of web production," says Viveca Fabricius, project manager at Adera's office in Gothenburg.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 650 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen, Malmö, Oslo, Ljungby and Värnamo. Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

For more information, visit our website:

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