

Italtergi launches new website

Focus on digitalization and customer interaction

Italtergi, leader in the production of wiping systems for off-road applications and electric motors, is pleased to announce the official launch of its new website. In line with company's international presence, Italtergi has transitioned from its historic .it domain to the new .com.

The new portal is now available in English – www.italtergi.com - and in Italian - www.italtergi.com/it.

The launch of the new website marks the third milestone in a broader project to refresh the company's image and transition toward a structured digital strategy.

In recent months, Italtergi unveiled its new logo and released a corporate video (https://youtu.be/akJOc_pPtU?si=xdaWF5rrfyeEIBF6). Both initiatives are aimed at strengthening brand identity and fostering more direct and engaging communication with the market. The logo and video, along with the website, form the foundation of a modern, integrated, and innovation-driven communication approach.

To complement this effort, Italtergi has enhanced its digital presence through its LinkedIn page <https://www.linkedin.com/company/italtergi-srl/> and the launch of its official YouTube channel [@Italtergisrl](https://www.youtube.com/@Italtergisrl). These platforms are designed to foster dialogue with companies and professionals in agricultural, construction, material handling and other industrial sectors, while promoting the Italian company's identity on a global scale.

Discover the renewed Italtergi experience

The new website's modern and intuitive interface is enriched by a contemporary graphic design. The homepage welcomes visitors with a corporate video that showcases Italtergi's mission, values, and expertise.

In the **"Your Industry"** section, users can easily identify the application areas for Italtergi's wiping systems and electric motors, with dedicated content and personalized navigation paths. This allows immediate **understanding of how Italtergi's solutions integrate across different industrial sectors**.

One of the key innovations is the **new product area**, designed to communicate directly and effectively with users of Italtergi systems across the various market segments. A comprehensive backend database was developed, gathering all products technical specifications, a true consultation tool for clients, partners, and designers.

The website also introduces an **interactive chatbot** designed to facilitate information retrieval and direct contact with the Italtergi team. This dynamic technical and commercial support is available 24/7, enhancing the user experience and streamlining communication.

Finally, Italtergi has chosen to give its corporate identity greater visibility, with new sections dedicated to the team, company history, and sustainability commitment. This authentic narrative highlights people, industrial culture, and environmental responsibility.

Italtergi is a leading Italian brand in wiping systems for off-road vehicles and electric motors. With a strong commitment to innovation, the company continuously invests in research, development, and advanced industrial automation to deliver high-performance, reliable solutions tailored to the most demanding customer needs.

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