

## Zurich has a new look

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**Zurich, September 30, 2013 – Straightforward, clear and state-of-the-art: Zurich's new website consistently focuses on customers' needs online as well. Zurich is Switzerland's first insurer to make use of responsive web design.**

Zurich Switzerland has a new look starting from today. The insurance company has completely overhauled its Internet site: from the technical infrastructure to layout, wording and design. User navigation on [www.zurich.ch](http://www.zurich.ch) is uncluttered and clear. The new website focuses on the needs of its visitors. Thanks to clear structures, a few clicks are all it takes to find the most important information – whether you're looking for a quote, want to report a claim or need to ask for advice.

### **Website adapts to end-devices**

Zurich is the first insurance company in Switzerland to make use of responsive web design. This design standard takes the user's end-device into account. The displays on laptops, PCs, tablets and smartphones now vary widely when it comes to size and resolution. Thanks to responsive web design, text, images and tools automatically adapt to the end-device.

Christoph Gaus, Head of Marketing at Zurich Switzerland, says: «Customers want efficient options for finding information and interacting with us. With this new, user-friendly website, we're making it easier for them to access our products and services as well as our company – whether they simply want information or are looking for comprehensive advice.»

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