



RETTERSPITZ GMBH & CO. KG, MANUFACTURER OF NATURAL REMEDIES AND MEDICAL PRODUCTS

Proven products with a modern brand design

NEW BRAND IMAGE ONLINE: RELAUNCH OF THE RETTERSPITZ WEBSITE

Nuremberg, October 2023 – The traditional German company *Retterspitz* completes the update of its brand image with a redesign of its website.

It is the combination of tradition and contemporary, of the past and the present, that gives the *Retterspitz* brand its special appeal. This corporate philosophy has already been brought to life with a full brand relaunch, redesigned print products and in the new *Retterspitz* flagship store in Nuremberg, Germany. Now the virtual world is to follow: a relaunch of the *Retterspitz* web presence.

TRANSFORMATION INTO THE FUTURE

The two managing owners Florian and Markus Valet have made it their task to lead the brand *Retterspitz* into the future while preserving its history and traditional values with highest quality awareness. “In the recent years, we have been able to reach a new, younger target group in addition to our regular customers. The trend is heading towards more self-care, mindfulness, nature awareness and sustainability. These have always been values reflected in our products,” says Managing Director and Head of Development Florian Valet. “Therefore, in addition to our philosophy, our customers should find detailed information on the production as well as the natural ingredients and the diverse application possibilities of our products on the new *Retterspitz* website.” In the near future additional landing pages are planned, which will be specifically tailored to professional customer groups, such as midwives and obstetricians, physiotherapists or athletes.

Furthermore the *Retterspitz* website is now fully available in English. “We want to expand to an international audience,” explains Managing Director and Business Graduate Markus Valet. “With the opening of our flagship store in Nuremberg, which has just won two prestigious design awards and attracts many tourists, we also want to meet international customers on our website.”

HARMONISING THE BRAND IMAGE

The agency FYFF, which is located in Nuremberg and has been already responsible for the packaging design of the fragrance lines as well as the current design of the print media, was engaged to develop and design the new website. “Our main goal for all implementations was and is to make the existing approachability and authenticity of the brand *Retterspitz* perceptible to customers in a modern, consistent and harmonious way,” explains Andreas Amtmann, Managing Director of FYFF.

Within that process, a new visual image style for all *Retterspitz* activities was developed in collaboration with the accomplished artist Kathrin Koschitzki, whose photographs can be seen in the prestigious German *SZ Magazine* or in the *Vogue*, among others. Graphic designer Luisa Stömer, winner of the German Design Award and shortlisted for the World Illustration Award several times, was recruited as illustrator.



The new *Retterspitz* website can be found at: www.retterspitz.de/en

More about the agency FYFF at: www.fyff.net

More about the photographer Kathrin Koschitzki at: www.kathrinkoschitzki.de

More about graphic designer Luisa Stömer at: www.luisastoemer.com

For further information or interview requests, please contact:

Press contact	<i>Retterspitz GmbH & Co. KG</i>
henri+frank public relations	Iris Kaminski
Hegestrasse 40	Laufer Straße 17-19
D-20251 Hamburg	D-90571 Schwaig

Phone +49 (0) 40 320 277 11	Phone +49 (0) 911 50 700-0
frank@henriplusfrank-pr.de	Fax +49 (0) 911 50 700-845
	info@retterspitz.de

ABOUT RETTERSPLITZ GMBH & CO. KG

Retterspitz GmbH & Co. KG is a family company that produces and sells natural remedies, medical products, personal care products and medical skincare products for the body and face. All products are marketed under the name *Retterspitz* and divided into the categories “remedies”, “wraps”, “care”, “medical cosmetics”, “wellbeing” and “fragrances”. *Retterspitz*, one of the oldest pharmacy brands in Germany, has developed from traditional household remedies to reliable contemporary remedies for everyday life – all combining traditional healing with the latest scientific research. The effectiveness and tolerability of natural ingredients and tried-and-tested additives is always the number one priority. The company is headquartered in Behringersdorf, near Nuremberg. *Retterspitz GmbH & Co. KG* is a family business now run by the fourth generation: Markus Valet, Head of Administration, and Florian Valet, Head of Development. Today, more than 70 people – including regular freelancers – work for the company. Sound values are at the core of what they do and say both internally and externally. “Cult status is achieved through passion,” say both owners, very much in the spirit of the much-quoted phrase: “Tradition means preserving the embers, not the ashes.”

Further and more detailed information can be found www.retterspitz.de/en