

## Press release Calendar Week 06/I

### Rameder's feelgood shop

#### Online shop nominated for the Internet World Business Shop Award

Online trading is getting ever more important – a development the German company **Rameder** saw and used early. Europe's leading provider of transport accessories has sold its wide range of products also in its online shop for 21 years now. The international version can be found at [www.rameder.eu](http://www.rameder.eu).

But **Rameder's** online shop doesn't only go down well with its customers, online experts also took note. The editorial staff of the renowned e-commerce magazine *INTERNET WORLD Business* has now nominated the website as one of five finalists for the Internet World Business Shop Award in the multi-channel provider category. The mag will then have given this award to the best online shops in German-speaking countries for the fifth time – and the international **Rameder** online shop provides the same features as the German version. The award covers an online shop's design, target group appeal, portfolio, product presentation, channel linkage, usability and service.

Giving their reasons for the nomination, the judges said that **Rameder** "also provides real lay people with good advice, refined request masks and a nice ambience and thus a feeling of buying the right towbar or roof rack".

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