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Editorial contribution

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Digitisation with substance: BUG launches new web platform

BUG Aluminium-Systeme (BUG) is setting new standards in digital communication and data management. By relaunching its website and introducing a powerful PIM system, BUG is demonstrating its commitment to driving forward digitalisation. The new web platform features a modern design and intelligent data structure, offering a significantly enhanced digital user experience.

The website is often the first point of contact for customers, partners, and other interested individuals. As this is a company's digital calling card, it has a significant impact on the first impression made by any brand. Through this relaunch, BUG intends to deliver product information, technical content and knowledge more quickly and efficiently. This step is closely linked to BUG's commitment to offering innovative solutions, both in its product portfolio and in digital communication.

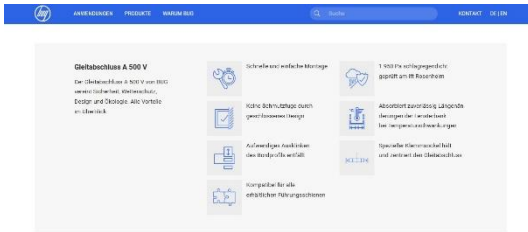
Progress in digitalisation with real impact

The relaunch is about more than just a cosmetic update; it represents a significant digitalisation process and a clear customer focus. The most visible change is the new design. A restructured and refined navigation, clear page layout, detailed product information, as well as optimised search and multilingual options, ensure user-friendliness, clarity, guidance and an engaging reading experience.

With Pimcore as the technological foundation, the relaunch transforms not only internal data management but also external communication and interaction with customers. The platform integrates Product Information Management (PIM), Digital Asset Management (DAM) and Content Management System (CMS) into one solution, creating a central source for all digital content and distribution channels. This ensures efficient data management and a centralised data distribution system for employees and customers alike. Product data is maintained and made available for all relevant actions and can be accessed by users in real time.

"With the new website and integrated PIM system, we are creating genuine added value for our customers: product information, technical data and media content are now centrally compiled, always up to date, and available at any time. This not only makes product selection and understanding easier, but also speeds up planning and decision-making processes. For our customers, this means less effort, more clarity and a significantly more efficient access to relevant information," says Christian Razik, Sales Director, BUG Aluminium-Systeme.

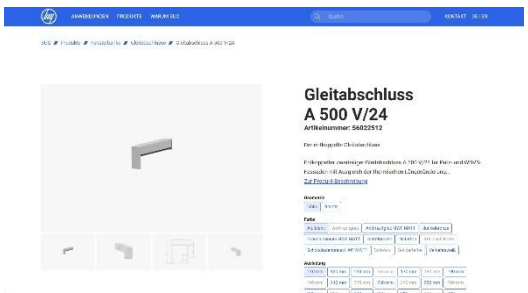
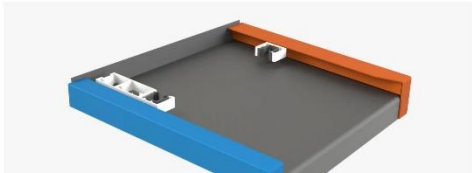
Thanks to newly structured and optimised data hierarchies and classifications within the PIM system, BUG can present its product range, including variants, clearly via filter functions. At the same time, in-depth product knowledge is made accessible for training purposes. Product specifications such as deduction measurements, surface quality, material thickness or installation instructions can be found quickly for each item. This is made possible through robust master data management, which benefits both customers and partners. They receive enriched and structured product and marketing master data, complete with corresponding objects and assets, which can be seamlessly integrated into their own PIM systems.



Graphic illustration of unique product features on a product information page

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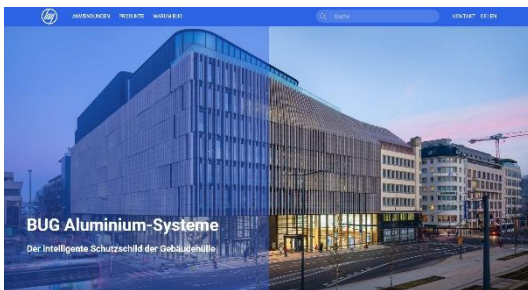
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Product detail page with filter functions on the new BUG web platform

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Time-lapse overview of the new BUG web platform

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BUG Aluminium-Systeme at a glance

BUG Aluminium-Systeme is a quality manufacturer of window sill, flat roof and façade systems as well as aluminium systems for wood-aluminium windows and weather protection systems for wooden windows. Since 1952 the BUG name has been a hallmark for high-quality system solutions Made in Germany. The extensive product portfolio covers innovative, simple and practical aluminium system solutions for the construction industry.

BUG also supplies flexible, customised product and service solutions. The brand delivers customer-centred components for windows, façades and roofs for easy, fast installation. For our solutions we use local, value-generating supply chains and conserve resources.

Top manufacturing quality and comprehensive expertise have been the standard at all our BUG locations for decades. Two German production locations in Vogt and Bitterfeld, one finishing centre in Traun, Austria, and our newly built finishing and logistics centre in Hettstedt, Germany offer BUG customers the optimal combination of production, finishing and direct delivery.

BUG is a trademark of ST Extruded Products Germany GmbH. Since 2015 it has been part of the Japanese group Sankyo Tateyama Inc. Through the STEP-G corporate group, the entire production chain is anchored in a holistic added value supply chain based in Germany. The process stages cover casting the billets to extruding and finishing the profiles, right up to delivery.

More information is available at www.bug.de