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Packaging Steel App with makeover

Now the wait is over: After four years, the Packaging Steel App of thyssenkrupp Rasselstein GmbH, Germany’s only manufacturer of tinplate, gets a complete makeover. As of now, the app has a new user interface which is particularly user-friendly. The new design is state-of-the-art and addresses the changes that have taken place in recent years.

Development on the basis of changed user behavior

“The user habits have changed since the launch of the Packaging Steel App. Quick and targeted information and news about our product tinplate have become more and more important. This is why our news section is now located at the top and will keep the packaging industry updated on current topics from the tinplate and thyssenkrupp Rasselstein world,” says Carmen Tschage, Head of Communications and Market Development at thyssenkrupp Rasselstein GmbH.

The articles on the product packaging steel and its sustainability can be accessed even more directly now. As of now, all contact persons from Sales and Technical Customer Service can be contacted more easily. “We are already working on other digital features of the Packaging Steel App. To gain access, our customers will be provided with login data later in the year,” says Tschage. “Our customers have something to look forward to.”

Years of success in the app stores

The Packaging Steel App gives the users an overview of all the packaging steel grades available by thyssenkrupp Rasselstein, and their respective specifications. The app also focuses on current innovations from the world’s largest production site for packaging steel. Users can find information on all the potential uses for the material and get an overview of the available coating options. If requested, push notifications keep users updated with news about rasselstein® packaging steel.

The 4.1.0 update for the Packaging Steel App can be downloaded for Android and iOS in app stores. The app is free and is available in English and German.

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