

Friendly, stylish, responsive

vegency relaunches website

Berlin, 2 July 2015 – vegency, the unit for vegetarian and vegan products of the Berlin public relations and advertising agency united communications, has given its website a facelift. The presence looks refreshingly fresh and the site has also been optimised for use on mobile devices.

With the new website, vegency also wants to send out a signal to potential clients that a vegetarian or vegan way of life and a fresh appearance (with vegency) go perfectly together. And thus contradict the widespread prejudice that a plant-oriented way of life equals sacrifice and absence of fun.

Technically, the new site has made a big leap forward, too. Not only that it is based on TYPO3 now, the numerous smart effects rely on sophisticated JavaScript. And thanks to responsive design, the site just looks good and is easy to navigate on smartphones and tablets.

About vegency

vegency offers brand consultancy and marketing communication solutions to companies and organisations that focus on vegetarian and vegan products and services or are planning to do so. According to experts, there are already ten million people in Germany who live without meat consumption, another 30 – 40 million are flexitarians, people who more and more often do without meat in favour of a plant-based diet. vegency is a unit of the Berlin communications agency united communications, which has been working for big international brands for 20 years. More information: www.vegency.de

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