

FOR IMMEDIATE RELEASE

New Ragus website launched yesterday brings bulk pure sugars manufacturer closer to customers

Slough, 18 November 2022: Pure sugar manufacturers for industry Ragus launched a new website yesterday to provide greater support for its customers. Featuring tailored user journeys, the website details greater product information and includes Sugar Talk, its hub of industry news, analysis, commentary and articles.

The site structure – designed by experts in user experience – was created with the latest customer journey technology and is tailored to the needs of specific groups of Ragus customers, after extensive research and interviews.

The end result is a sleek and powerful tool that showcases the full range of Ragus' capabilities to stakeholders. The information rich pages are smoothly designed and populated with striking visuals to give users a seamless and stimulating experience.

Customers can find out about the production, manufacture, sourcing and properties of each one of Ragus' pure syrups, treacles, inverts and crystalline sugars. A new section on corporate responsibility highlights the company's focus on responsible sourcing, sustainability and their mission to make a change both locally and globally.

Sugar Talk is the brand new knowledge centre that includes decades of historical sugar industry data, fully indexed and searchable, with video and podcast content that is set to grow in the months and years to come.

Ben Eastick, the director at Ragus responsible for marketing, and architect of the new digital estate, highlights: "We created the new website to directly support customers and our brand. By providing richer information and more seamless customer journeys, with a focus on clear and simple navigation, we can share our deep and broad industry knowledge much more easily."

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Notes for the media

For media information and to request images and interviews contact Mike Doggwiler
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Or visit our media centre at: <https://ragus.athlon.london/media-centre/>

About Ragus

Ragus®

Established in 1928, Ragus is a leading manufacturer of bulk pure sugars for the food, beverage and pharmaceutical markets. Using the knowledge gained from over 90 years of experience, we provide our clients with crystalline sugars, syrups and treacles that ensure the optimum taste, texture and appearance of their products.