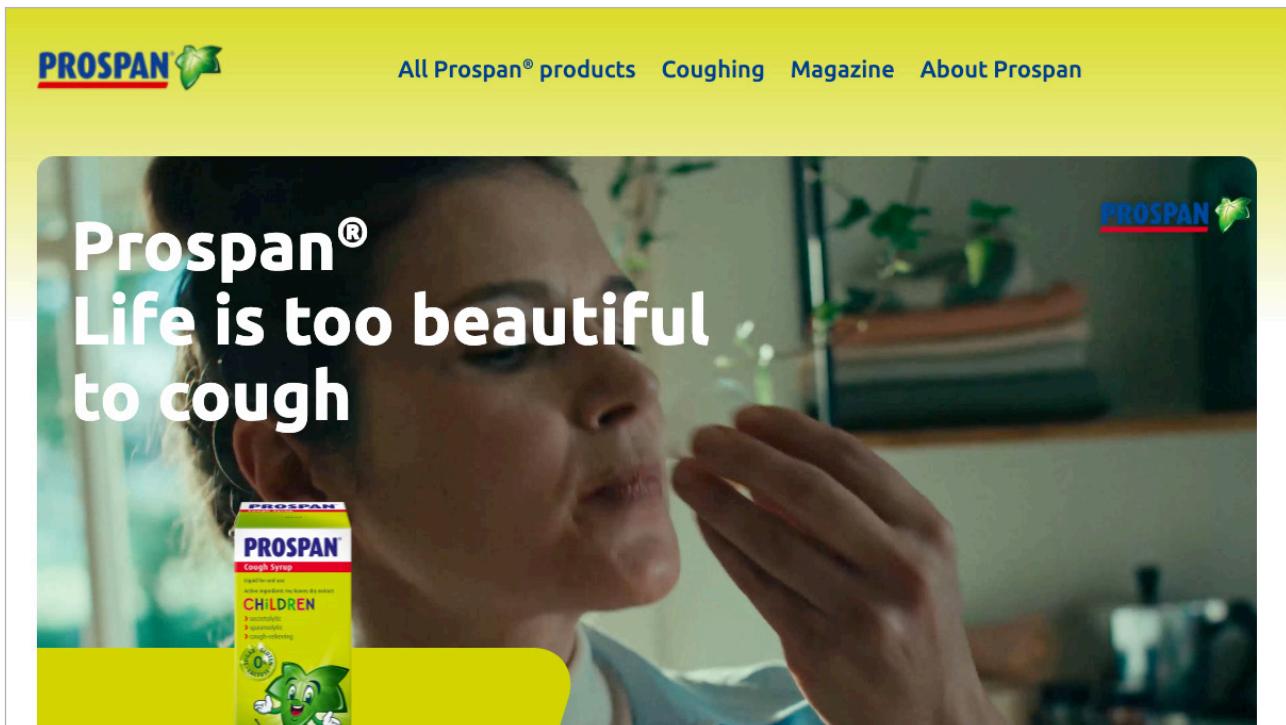




Internationally consistent and scalable brand websites for Engelhard



From pharmacy to global player

Engelhard Arzneimittel looks back on 200 years of history. What began in 1826 with the Rosen Pharmacy in Frankfurt am Main developed over generations into an international pharmaceutical company. Today, Engelhard Arzneimittel sells well-known products such as Prospan, Velgastin, Tyrosur, Sinolpan, isla, and Esprico in numerous markets worldwide: velgastin.com / prospan.de / prospan.at / tyrosur.de / sinolpan.de / isla.de / isla.at / esprico.de

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As the company grew and its brands became more international, a heterogeneous network of individual product websites in different languages emerged over the years—each with its own structure, design, and CMS. This led to inconsistencies in brand image, high maintenance costs, and technical redundancies.



The challenge: creating unity – worldwide

The Engelhard team's goal was to standardize its global brand presence without sacrificing the flexibility needed to meet local requirements.

As we continue to grow internationally, we want to ensure that our brand's appearance in other countries is consistent with that in Germany in terms of design and professionalism. The basic requirement was to be able to start without major losses and to continue using what we already had.

— Alexander Jaquet, IT Business Manager at Engelhard

Deciding on the right CMS and the right agency

In order to combine global consistency and local customization, Engelhard quickly decided on TYPO3—the content management system (CMS) that can map all international brand websites under a common code base—without having to compromise on flexibility.

Engelhard also appreciated TYPO3's open, expandable architecture, its multilingual and multisite capabilities, and the high security and stability of the CMS.



 A solution based solely on ease of use was out of the question for us, as it would not have met the requirements for a long-term scalable system landscape. Since our corporate website and campus are already based on TYPO3, it made sense to bundle all digital platforms into one central system and consistently leverage existing synergies. TYPO3 has proven to be an extremely stable and reliable system—something that cannot be taken for granted. Over the past two years, we have been able to rely on consistently high performance and reliability. 

— Alexander Jaquet

In their search for TYPO3 experts, the Engelhard team followed a recommendation for b13. The decision to go with TYPO3 and b13 as their implementation partner soon paid off—not only on a technical level, but also on a personal level.

The b13 approach: proactive, pragmatic, and budget-friendly

The collaboration with b13 was characterized by clear communication on equal terms, creative solutions, clarifying questions, and quick feedback. b13 ensured that the existing design was not only implemented but also redesigned in a targeted manner.

 The interpersonal contact is excellent! In situations where it was important to act immediately, I got help quickly. I like the friendly interactions with Desi. David was also very involved in the conceptual phase and repeatedly gave us valuable feedback, such as, 'Wouldn't you rather do it this way?' or 'We could make this simpler.' This resulted in a well-designed system that fits our requirements very well. 

— Alexander Jaquet

Implementation: Scalable, efficient, SEO-friendly

After an intensive design phase, b13 developed a master extension as a common code base and site extensions for each brand. This concept makes it possible to reuse central components while allowing for customization at the brand level—an approach that significantly reduces the integration costs for new country sites.

The first brand website, Velgastin, was launched in early 2021. Since then, additional brands have been continuously integrated and existing sites have been relaunched based on the system.

Wir wollten Events bewerben und gleichzeitig redaktionelle Inhalte hervorheben. Dafür haben wir gemischte Module aufgebaut, um nicht Hunderte Versionen zu haben. David hat extrem viel von sich aus erarbeitet, was ich sehr begrüßt habe. Das hat uns enorm in der Anforderungsspezifikation unterstützt und extrem gute Struktur und Übersichtlichkeit reingebracht.

The structured development of a content element catalog, UX optimizations, and hreflang implementation contributed significantly to the successful outcome.



▀▀ In my opinion, the new Prospan site is very successfully designed and appealing. ▀▀

— Alexander Jaquet

PROSPAN

All Prospan® products Coughing Magazine [About Prospan](#)

Experience meets innovation

Our many years of experience as a family business and our passionate dedication to health enable the continuous development of our medicines – and are the reason for the unique mode of action of Prospan®.

1950

Market launch of Prospan® cough drops
Following successful research and Gloria Engelhard's recovery, Prospan® is launched on the market for the first time.

1991

Market launch of Prospan® cough syrup
Innovation of the 1990s: the modern sugar-free dosage form with a child-friendly cherry flavour makes the cough syrup the first choice for parents.

Global consistency and local autonomy

A challenge for Engelhard, as a manufacturer of pharmaceuticals and medical devices, is the fact that the same products are sold under different names in different countries, requiring varying legal requirements at country level (e.g., with regard to warning labels, additional identification requirements, etc.). The goal was to integrate these individual requirements while maintaining a consistent brand image. To ensure this, b13 developed a standardized catalog of page types, content elements, and features that ensures visual and structural consistency within individual brands, but also across all brands.

Due to differing content requirements, it was clear from the outset that simply translating pages within a page tree would not meet the requirements. The websites had to be independently translatable for each country (Austria, for example, requires an independent English translation of the content that does not correspond 100% to the English translation of the German website). In order to be able to represent these country-specific requirements, the implementation for each country website was therefore based on a separate root page for each country (e.g., DE and AT root pages for Germany and Austria). Each root page can thus be translated into other languages independently of each other, but is based on a common code base. New elements or features can thus be developed for the German website, for example, but can also be used for the Austrian website without generating additional effort and costs.

Integration into other brand websites is therefore also possible without any problems, quickly and cost-effectively.

b13's SEO-oriented approach: avoiding duplicate content by using hreflang tags

The standardization of websites across national borders was not only carried out on a visual level, but also in terms of content. The aim was and is to ensure that the messages within a brand are consistent across all websites, thereby conveying a consistent brand language. While this creates synergies at editorial level, as content only needs to be created once and can be used on all country sites, it leads to challenges at the technical level: duplicate content!

Since this was already clear during the initial planning stage, b13 designed and developed a solution for linking pages in different root pages using hreflang tags.

The linking of pages can be edited by editors in the backend, thereby guaranteeing that the relationship between language and country versions is always up to date, even when new content is published.

Prospects for success – how Engelhard views the results

The new platform enables Engelhard to integrate and publish future brands and countries at a significantly faster pace. This means that a new product website for a country can be set up and published within a matter of days. There is no need for a complex conception, design, and implementation process, due to the existing shared foundation.

Engelhard also expects noticeable improvements in website usage due to better content and enhanced SEO.

W I am convinced that positive effects will already be visible in the coming months—especially in terms of increased dwell time in the magazine section thanks to the clear, comprehensible customer journey from content to product. b13 has made a significant contribution to optimizing user guidance and making the website more intuitive and user-friendly overall. We continue to work closely with b13—both for the ongoing maintenance and further development of our websites and for future relaunches of other brands. **II**

— Alexander Jaquet



The screenshot shows the Prospan website with a yellow header bar. On the left is the Prospan logo with a green leaf icon. To the right are navigation links: All Prospan® products, Coughing, Magazine (which is underlined), and About Prospan. Below the header is a yellow banner with the text "The Cough Relief Magazine". Underneath the banner, it says "In our magazine, you will find our best tips and interesting facts about coughs and bronchitis." Below this are three buttons: "All Articles", "Guide", and "Children". Below the buttons are four images with labels: a woman chopping vegetables labeled "Guide", a woman pouring a green smoothie labeled "Guide", a smiling child with headphones labeled "Children", and a man blowing his nose labeled "Guide".

Is b13 also the right fit for you?

Are you also facing the challenge of standardizing international brand identities or scaling website structures? No matter how complex your requirements—we'll tackle it!

[Connect with b13](#)