



## **NEW! Order and collect Isabella equipment for your camping holiday**

*The Isabella website at [www.isabella.net](http://www.isabella.net) has undergone a major transformation. The new website now provides even more inspiration and information. And as a new feature, campers can now order Isabella products online and collect them from their local Isabella dealer.*

The new Isabella website is primarily designed to be an inspiring online camping universe where both new and experienced campers can find all the info they need on Isabella products, as well as valuable tips and tricks on camping in general.

### **Easy and convenient**

At Isabella, we want to make it easy and convenient to buy camping equipment.

*“Online shopping is still on the increase throughout Europe, and we want to be part of that as well. To make things easy for our dealers and their customers, we’ve now made it possible for customers to order Isabella products directly on our website and then collect them from their local Isabella dealers. Customers will still collect and pay for their products when they visit their dealers. We call this ‘Click and collect’,”* says Morten Kjeldsen, CEO of Isabella.

### **New target groups**

Isabella in 2020 is all about so much more than just awnings. The company’s core business still focuses on equipment for caravans.

*“The purchase of Camp-let trailer tents and focus on the development of equipment for motorhomes is allowing us to extend our range of target groups and markets. This is also reflected by our new website, which is aimed at campers who have caravans, motorhomes and trailer tents,”* adds Morten Kjeldsen.

### **Smart features**

The new website will also include lots of smart new features. Amongst other things, Isabella has developed a new visual VILLA configurator, where customers can put together their own dream VILLA and see how much it will cost them. *“Customers can now sit and play with the structure of their dream VILLA and see the final price, so we expect VILLA to become an even more attractive product,”* explains Torben Ravn, Marketing Manager at Isabella.

Head to [www.isabella.net](http://www.isabella.net) and see Isabella’s new website.