

Fine Hygienic Holding Launches Newly Redesigned Website

DUBAI, UNITED ARAB EMIRATES, January 24, 2023 /EINPresswire.com/ -- Fine Hygienic Holding (FHH), the world-leading wellness group and manufacturer of hygienic paper products and long-term germ protection solutions, recently launched its revamped website, FineHH.com.

With an elegant design and a user-friendly interface, FHH's updated website was developed in collaboration with PivotRoots, a digital marketing company based in the UAE with its head office in India, and Commercetools, a leading global commerce technology provider who cater for the modern day technology challenges and tech savvy consumer.

The FHH site has been redesigned and updated to provide an elevated user experience, while making valuable information easily accessible to customers and visitors. In addition to providing a clear representation and explanation of FHH's numerous brands and business segments, the site also allows consumers to purchase Fine's award-winning products through a dedicated, fully digital Fine Shop.

Commenting on the occasion, Yahyah Pandor, Chief Information & Digital Officer at FHH, said, "We are proud to launch our newly revamped website, which has been carefully designed with different stakeholders in mind. By carefully studying visitors' online behaviour, we have developed a new corporate website that is intuitive, user-friendly, and provides our stakeholders with precisely the information and experience they desire."

Employing state-of-the-art technological innovation, the new Fine Hygienic Holding site features improved navigation that allows users to navigate seamlessly from section to section. The website was developed in a way that allows for continuous search engine optimization (SEO) and makes use of eye-tracking technology to ensure that visitors are getting an intuitive, user-friendly experience at every turn. The site also incorporates added security solutions designed to protect users' data, comprehensive cloud integration, and agility features that allow for quick and easy updates.

"With the technology platform now in place to drive our commerce expansion for our B2C and B2B customers, it also enables us also to relaunch our websites of our well-established brands such as Fine Baby, Fine Tissue, and Fine Care. It also enables us to launch our new categories such as wellness with the highly anticipated 'Motiva' and 'eon' products which are coming very soon. The growth of commerce in the MENA region will continue and at FHH we will continue to

drive innovation and technology to ensure we serve not only our local markets but the global demand for hygienic and wellness products,” added James Michael Lafferty, CEO of FHH.

“This website was developed using FHH’s core philosophy of bringing wellness to people. For today’s more investigative and informed consumer, the website communicates evidence-based science as part of Fine’s brand story in a way that’s honest and straightforward. With an entire user-first approach and a solid customer experience framework, we are looking forward to launching the website to the users, stakeholders – and the world!”, said Yogesh Khanchandani, Co-Founder and Chief Business Strategy Officer, Pivotroots.

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