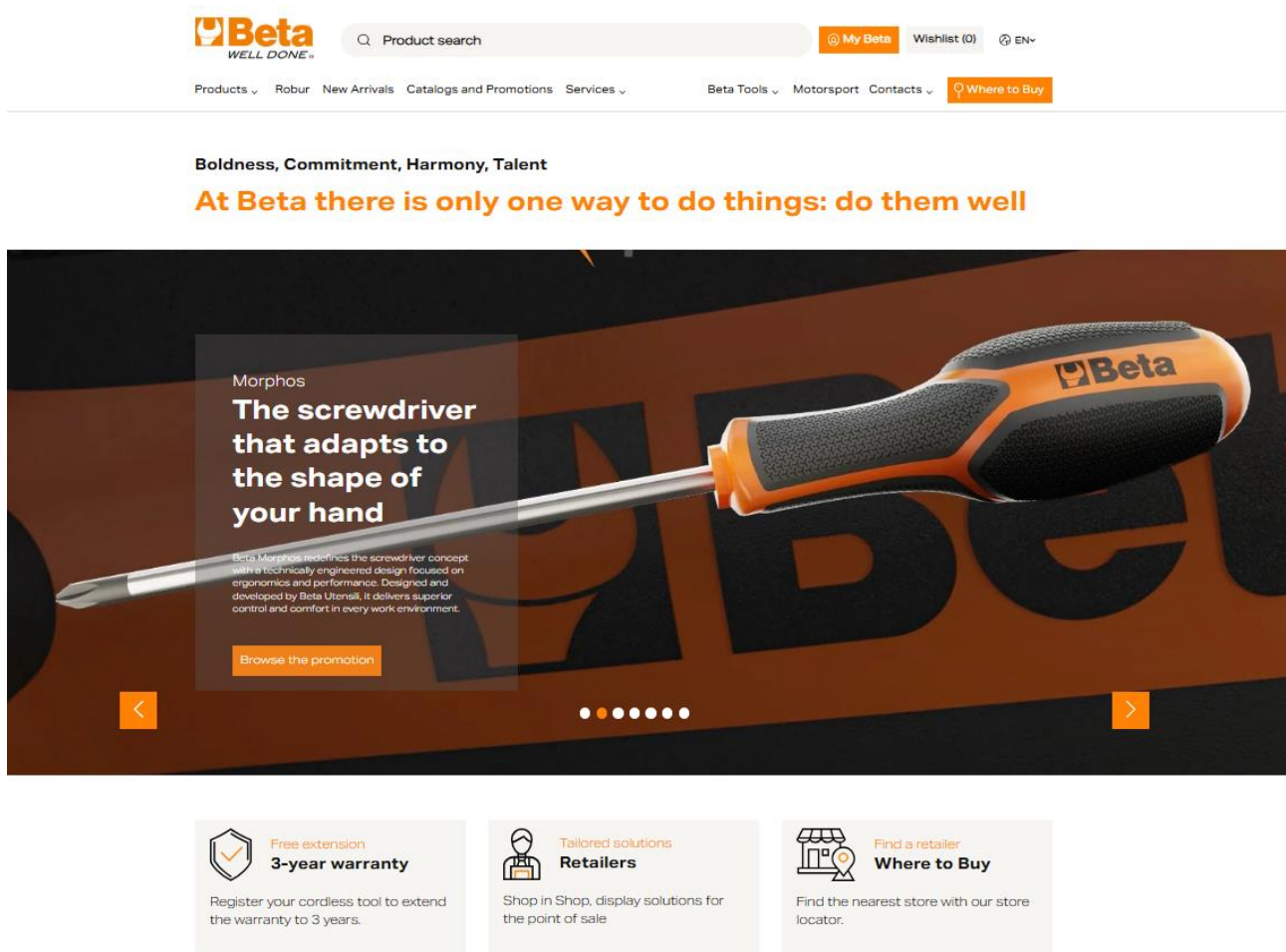




THE NEW BETA UTENSILI WEBSITE IS ONLINE

Available in 12 languages, with a refreshed graphic design and more multimedia content, the new website represents the evolved point of contact with customers and the market for Beta Utensili's offering.



Sovico (MB), 25 March 2026 – Beta Utensili, European leader in the production of tools and work equipment for professionals in mechanics, industrial maintenance and auto repair, **presents its new website**, online at <https://www.beta-tools.com/en/>: a **completely revamped** platform - in both graphic design and content - designed to offer a simple, immediate and effective browsing experience.

Available in 12 languages, the new beta-tools site was created to respond ever more precisely to **business needs**, supporting both the commercial branches and Beta Utensili's dealer network across Europe and the world.

This evolution is part of the company's **digital development journey** and aims to make Beta Utensili's offering even more accessible. The space has been technically and graphically redesigned to provide a clear and visually impactful user experience, and to serve as the **evolved point of contact with customers and the market**.

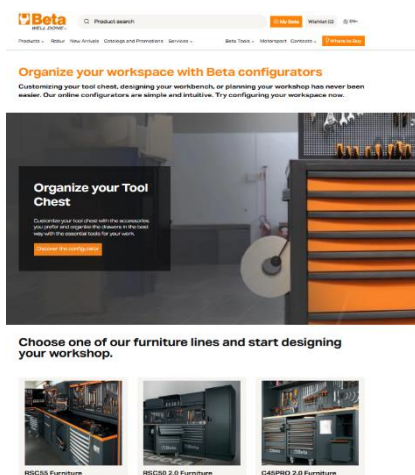
User and mobile friendly: more intuitive navigation and new technical in-depth sections

With **over 60%** of users accessing the Beta Utensili website from **smartphones**, the new platform is even more *mobile-friendly*, multimedia-rich and optimised to guarantee the best *user experience* from any mobile device.

Among the main new features:

- A **new homepage with a cleaner, more organised design**, with wide space for images and videos, and the addition of the **"Spotlight" section**, a dynamic area hosting technical product features, brand events and cross-links to the world of Beta Tools Racing, the social project dedicated to motorsport and racing enthusiasts;

- A **new dedicated space** for the **three workshop equipment lines** RSC55, RSC50 2.0 and C45PRO 2.0, and **five configurators** through which users can easily **customise the various furniture solutions, drawer units and modular workbenches**, plus an additional configurator for personalising their own drawer unit with a **magnetic cover**;



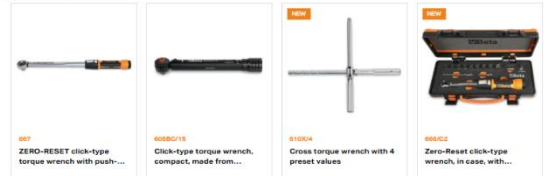
- **Over 30 product families and 16,000 catalogue references**, easily browsable thanks to the intuitive site structure. **Product pages** have been **completely revamped** and offer detailed information on features, functions, technical specifications and certifications, with the option to download content in PDF format;

Our products

Browse our product families



Recently viewed products



- **Even more video content** to concretely guide professionals and users in discovering Beta Utensili's solutions: the dedicated "**Product Videos and Tutorials**" section includes **product videos**, **usage videos** - for efficient and precise operations across multiple professions using the best Beta tools - and **assembly or correct-use tutorial videos**, selected from over 600 videos on the Beta Utensili YouTube channel;

How-to Videos

The best Beta tools for efficient and precise jobs dedicated to multiple professions.



The best tools for tyre changing

Every year comes the time to change the tires on your car. For this type of procedure, it is very important to have the right, quality equipment.

Watch on YouTube >





- A **store locator** that allows users to quickly and easily find all Beta dealers in Italy and worldwide.

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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists. Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 12 branches and 250 importers thus meeting the requirements of specialists in every sector. Today, with its headquarters in Sovico (MB), Beta Group generates 252 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.