

# Price comparison site idealo.co.uk celebrates 10 year anniversary

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For Immediate Release

idealo.co.uk (<http://www.idealco.co.uk>), the product price comparison website has been finding consumers the best prices for online shopping for ten years and this month launch a new RWD design for their site. Berlin – 3rd October 2016 – IDEALO, one of Europe's largest price comparison portals, celebrates its tenth anniversary of finding the cheapest prices on everything from lawnmowers to running shoes for consumers in the UK.

The company's story began in Berlin back in 2000, when founders, Martin Sinner and Albrecht von Sonntag had the idea to create a website that provides complete transparency of prices, in order to help German consumers pay the right price for a product. They came up with the name 'idealo' to epitomise their vision of finding online shoppers the ideal price.

In 2006, with years of experience building up the German site behind them, the founders decided to launch in the UK market, with idealo.co.uk.

Ten years on, idealo is one of Europe's leading price comparison portals with websites in Germany, Austria, France, Italy, Spain, Poland and even in India finding the right price for consumers. Every month, idealo helps over 10 million users find the ideal price.

E-commerce Editor for idealo.co.uk, Katy Phillips, explains why consumers see the benefits of comparing prices online:

"Price comparison offers consumers much more power when it comes to purchasing decisions – being able to see a rundown of the current prices from both well-known and smaller shops equips prudent consumers with the knowledge they crave to save their hard-earned money."

Just in time for idealo's 10th anniversary idealo has launched a new responsive web design for the site. Alongside the app and popular features such as the price alert and price history function, consumers can now enjoy a seamless price comparison experience across all their devices.

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