

# Presenting the New and Improved WeTransfer

How New is the New WeTransfer?

21 NOVEMBER 2016

## SUMMARY

*WeTransfer, the world's most simple file transfer service, is unveiling its new and improved platform. Every component of the platform is now faster, more secure and more reliable. On top of that, with this redesign, WeTransfer has been made much more scalable: the company is ready for the next phase of growth. The new WeTransfer has been rolled out in 195 countries.*

**L**os Angeles, November 23, 2016 - Today, WeTransfer, the world's most simple file transfer service, is unveiling its [new and improved platform](#). Nalden, co-founder of WeTransfer, says: "One billion files are currently sent through our service every month, so it's a great moment to roll out this update that will make the service even easier to use. Every component of the platform is now faster, more secure and more reliable. On top of that, I'm proud that with this re-design, we have made WeTransfer much more scalable. The company is ready for the next phase of growth." The new WeTransfer has been rolled out in 195 countries.

## Out with the old, and in with the New

The new website is built around a better overall user experience. The first thing users will notice is a cleaner interface, with a navigation menu to access the help, information and account-related pages from a new sliding panel. A bigger message field that scales as you type allows users to tell their story along with their files. Another big improvement is that recipients can now download separate files. From a brand perspective, the updated identity includes a new logo, color palette and set of playful visual elements for a fresh new look.

## Under the Hood

As well as the visible design changes, the back-end of the platform has also been rebuilt from scratch to make the service work faster than ever. The infrastructure powering WeTransfer has been overhauled to be more stable and scalable. This means that processing time for uploads has been reduced by 90% for large transfers, so downloads are now faster and more reliable. The interface is more responsive to take the user's whole workflow to the next level. Receiving transfers on mobile devices has also been improved.

## A revamped WeTransfer Plus

As part of the new WeTransfer, customers who subscribe to WeTransfer Plus now get a completely new experience to manage their transfers and customize their profile. They can benefit from premium features and:

- Send transfers up to 20GB
- Personalize their background images, transfer emails and WeTransfer URL
- Password protect transfers
- Choose a transfer's deletion date, or remove it altogether
- Easily store transfers and access transfer history

Please read more about the new WeTransfer on Medium:

[My favorite improvements of the new WeTransfer.com](#) by VP of Design Thijs Remie

[The new WeTransfer: why strangulation works](#) by CTO Bastiaan Terhorst

[Beyond Design](#) by Creative Director Laszlito Kovacs

For more please go to [www.medium.com/wetransfer](http://www.medium.com/wetransfer)

•

### About WeTransfer

WeTransfer is the simplest way to send your files around the world. 40 million active users send more than one billion files every month on the platform. WeTransfer promotes some of the world's leading brands through full screen advertising and supports the creative community by showcasing work we love from individuals and organisations. Founded in 2009, the team is based in Amsterdam and Los Angeles. [www.wetransfer.com](http://www.wetransfer.com)

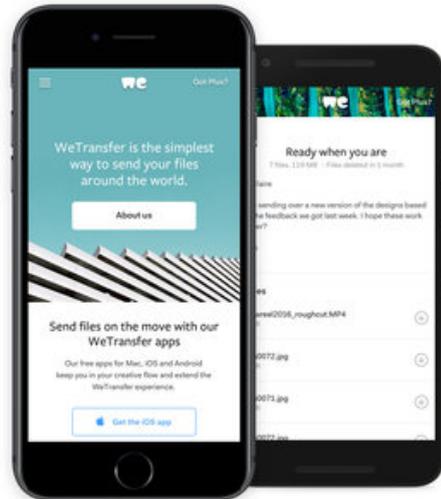
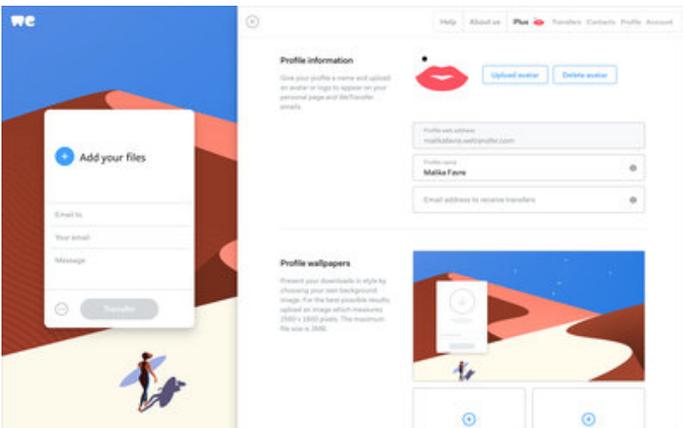
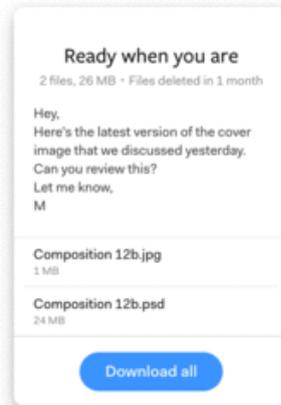
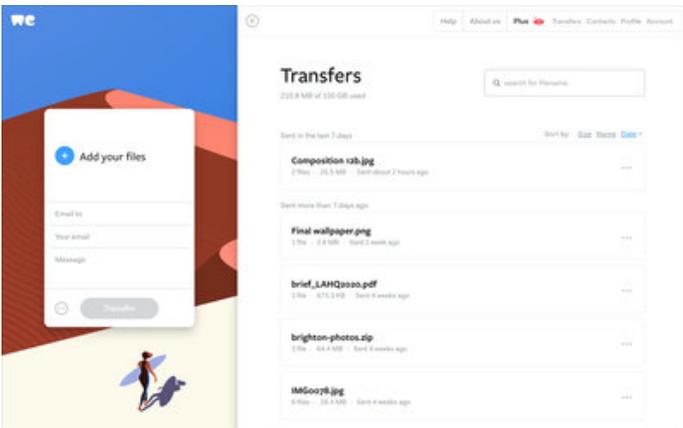
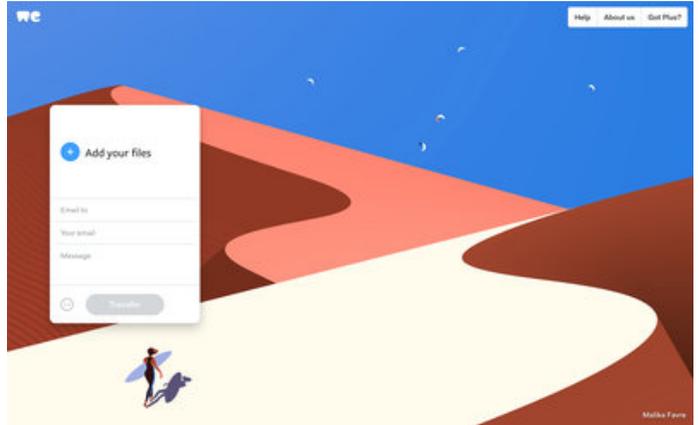
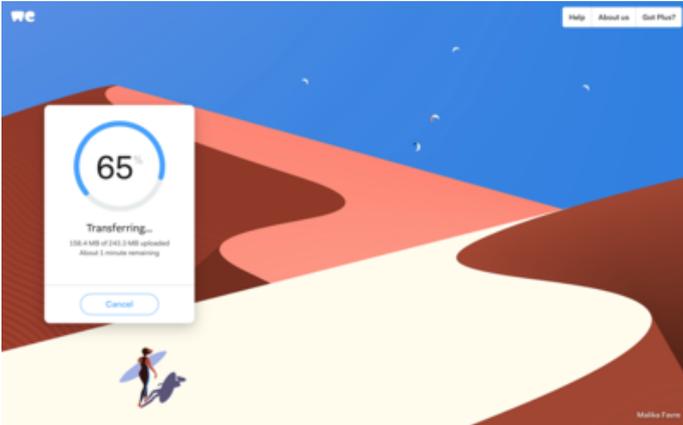


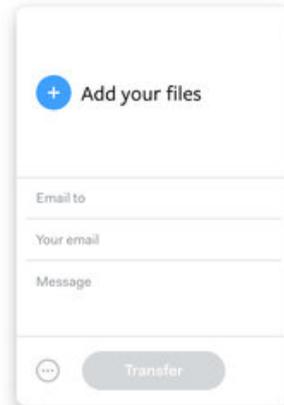
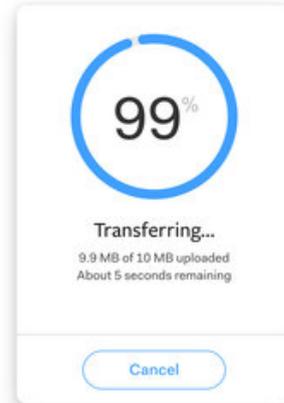
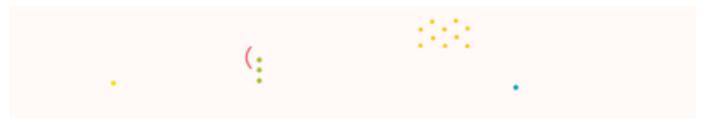
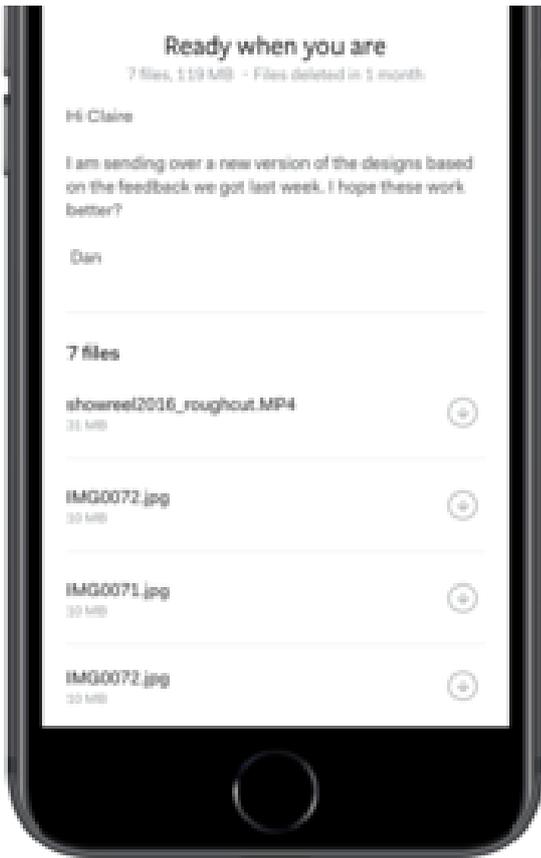
#### RELEVANT LINKS

 WeTransfer Medium channel

<http://www.medium.com/wetransfer>

IMAGES





SPOKESPEOPLE



**Annematt Ruseler**

PR Manager

annematt@wetransfer.com

+31 (0)641 835 382

📧 annematt.ruseler

#### ABOUT WETRANSFER

**WeTransfer** is a leading file sharing service, providing a uniquely creative space for people to share files. Launched in 2009 by Bas Beerens and Nalden, WeTransfer was borne out of a simple need to provide a solution for people to send large files easily. The service now has 85 million users and prides itself on its simplicity. The founders' desire of producing "something their parents could use" has led the WeTransfer team to a service without the complications of logins, signup forms, data capture and banner advertising.

WeTransfer is completely free when sending files of up to 2GB in size, or users can sign up to WeTransfer Plus to make 20GB transfers to multiple recipients alongside receiving 100GB of storage space and the ability to personalise and secure an account.

Instead of plastering the site with intrusive banner ads, the team has created a backdrop of curated wallpapers provided by a wide community of artists, illustrators, brands, filmmakers, photographers and events. The result is an enriched user experience to a backdrop of beautiful images. WeTransfer puts the love back into advertising with the top brands of the world.

Start using WeTransfer at: [www.wetransfer.com](http://www.wetransfer.com)

---

