



-FOR IMMEDIATE RELEASE-

Word of mouth, a minimum of advertising and a strong track record have firmly established Load Cell Central, a leading manufacturer of load cells, industrial electronic weighing equipment and process control systems, as an emerging leader in its field. To improve the availability of its leading-edge electronic weighing and force measurement technology to a wider market, and to more clearly explain its capabilities to a broader range of potential customers, the company has launched a top-to-bottom redesign of its website, www.800loadcel.com. According to the company's Vice President of Sales, Joe Hance, their guiding principle for the site has been to provide a clear online presentation of the material in order to help prepare the prospective customer: "A good chunk of the customer's work is already done", he says. "It makes him or her feel much more comfortable with a variety of tools on hand to place an order, request information, or to describe a possible application for electronic weighing technology." "However," he adds, "the web site isn't intended to replace or reduce our immediate, one-on-one interaction with the customer."

Many of the company's products and services can now be found on www.800loadcel.com, along with descriptions, specifications, and dimensions. Each product or service page includes a convenient online form with which potential customers can request information or a quote. However, as sales technician Steve Seymour points out, "Customers can contact us by any method they're comfortable with— email, fax, phone, etc. And they don't even need to have all that clear an idea of how they want to go about approaching their application --that's where our experienced and friendly technical staff come in. The web site helps put staff and customer 'on the same page', as it were. Oftentimes we can walk through an

application over the phone, or back-and-forth with email, with both the sales technician and the customer looking at the same on-screen technical information, drawings digital photos.” Moreover, he adds, “The internet and email are powerful, and it’s exciting to be in such close touch any time we’re needed. But regardless of the communication method” he says, “We remain focused on priorities: Good old-fashioned attention to detail, customer service and strong after-sale support.”

The company provides a form on the redesigned homepage to subscribe to an email newsletter detailing new Load Cell Central initiatives and products. A renewed emphasis on customer outreach and communication also includes a 24 hour hotline for emergency technical assistance.

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