

Triumph

Press Release

IMMEDIATE RELEASE

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Triumph research drives a new look website

Triumph, a leading UK manufacturer of steel storage, has relaunched its entire website approach, following dealer and customer research

Design emphasis has been completely shifted away from the provision of simple brochureware, to a new features and benefits driven site, which allows the immediate exploration and comparison of the whole Triumph product range

Speaking following the launch of the new website, Tony Hendrick, Triumph's Sales and Marketing Director said, *"The web brings its own rules for our communications. Our customers want to be able to immediately see our ranges, explore all the configurations, and quickly check the product differences. This now happens right off the bat with our new Triumph site. Judging by the hit rates, our customers love it!"*

Triumph has also recently launched its new L^m Lateral Filing System which has moved the company right into the market for major projects. L^m maximises the capacity of any given linear meterage

- whatever the filing medium

- ends -

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