

# **PRESS RELEASE**

## **Full product portfolio showcased on new EM website**

***13 December 2017:** The full product portfolio from specialist supplier ElectroMechanica (EM), including many top European brands, can now be accessed effortlessly via its newly-redesigned website.*

Created solely with end users in mind, the website has been redesigned to offer an uncomplicated, straightforward purchasing experience, EM Sales and Marketing Director **Richard Nobbs** elaborates that the website was created solely with the user in mind, to ensure an uncomplicated and straightforward purchasing experience for customers.

Simplified features include an online customer centre, where users can view their invoices, statements, discounts, purchase history, or for logging a product return. The site offers easy online ordering and electronic notifications of order confirmations, invoicing and delivery confirmations. Product information can also be accessed from the site using all smart devices.

Detailed product filters have allowed EM to showcase its full product portfolio on the site, while still ensuring easy navigation for users. "As always, EM has gone the extra mile to ensure that our customers benefit from our wide range of products, which are steadfastly supported by the best service offering in the industry," Nobbs comments.

"The team has been working hard to develop a robust online interface that will add value for our customers," states Nobbs, who is confident that the redesigned website will not only increase the company's digital presence, but increase its reach into additional industries and market sectors.

Serving industry for over three decades, EM remains committed to embracing new technologies and pushing the boundaries of best practise, supplying products that meet the highest standards of safety and compliance, while simultaneously driving operational optimisation efforts for its customers.

Visit the new website at [www.em.co.za](http://www.em.co.za).

**Ends**

### **Notes to the Editor**

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the ElectroMechanica link to view the company's press office.

### **About ElectroMechanica**

ElectroMechanica was established in 1984 by David van den Berg as a specialised direct importer and wholesale distributor of high-end industrial electrical products, motor control switchgear and electronic automation products. A wholly-owned South African company, ElectroMechanica offers its clients state-of-the-art products, sourced from leading local and international brands, all complying with recognised international safety standards and performance specifications.

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