

A Brand New Look for Litron.com

Breaking it down by market segment

They've done it again; www.litron.com has undergone a fairly significant overhaul, breaking down the website by Litron's major market segments: Medical, Aerospace, Systems and Job Shop. "This latest version of the website allows visitors to quickly identify with their market and showcases Litron's expertise within each industry" says Brendan Fullam, Sales and Marketing Coordinator for Litron Inc.

Ease of Navigation

The key to the website is in the navigation, and the concept of keeping it clean. Litron has made each section specific to the services available for that market segment which keeps the "noise" of other services out of the way. "When visitors are looking at laser hermetic sealing for a medical device, we know they aren't interested in electronic package fabrication for an aerospace device, so we don't show that link, thus keeping it simple" says Fullam.

Visitor Support

Ask an Engineer. This is the latest tool Litron's new site is featuring. Throughout the site there's a graphical icon showing a person thinking and the tag-line Ask an Engineer. Click this link and fill out the short form on the following page and Litron's engineering staff will respond directly to your question. "We realize the website can't answer every question, so we wanted to make sure visitors knew that our engineers are ready to help when the question comes up" says Bethany Lapworth, Marketing Assistant at Litron, Inc.

They've also included the option to have a generic version of your question posted on an FAQ page, allowing visitors to find answers to recently asked questions that they might also have. "It's all part of building a resource for our customers and potential customers; whether for laser services, laser systems, assembly and/or package fabrication needs" says Lapworth.

Beyond the site

Along with the brand new site, Litron is also very active within the social media space. Whether it's on their LinkedIn Page, Facebook Account or Twitter Feed, you can find Litron at almost every corner of the web. Be sure to check them out at their site or on one of the social channels to see what they're working on now.

About Litron

Founded in 1997, Litron, Inc. is a worldwide provider of custom laser systems and a leading supplier to the aerospace, defense, and medical industries for contract manufacturing services in laser welding, hermetic sealing, and hi-rel electronic packaging.

For more information on Litron, Inc: <http://www.litron.com/>

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