

For immediate release

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Technic Launches New Global Website

Redesign Driven by Mobile Trends and Improving End-User Experience

Cranston, RI, USA – Technic is pleased to announce the launch of a new global website aimed at improving the overall user experience for both desktop and mobile visitors. The site has been designed to offer visitors quick and easy access to a wealth of information about Technic products, applications, and expertise, as well as industry-related news content and a variety of useful tools and resources.

Significant growth in mobile web traffic over the past few years prompted Technic to implement this new responsive web design. End-users will now find the site quicker and easier to navigate whether using a desktop or mobile device.



“Our primary focus throughout the redesign was on end-user experience. It was important for us to upgrade Technic’s online presence in a way that would allow each end-user to have key information at their fingertips. The introduction of responsive design was an important aspect of the new site, allowing us to have more meaningful interactions with our mobile device, tablet, and desktop users.”

- Steve Schaefer, Chief Operating Officer

The Chemistry Database, a popular resource for both existing and prospective customers, allows visitors to search Technic’s database by category, process, application, or by keyword. Search results indicate the availability of each product by global region. Taking it one step further, users can now easily add a product to their “shopping cart” and then submit a form requesting additional information, creating a seamless user experience.

Our Equipment offerings feature expanded content ranging from fully automated production lines for reel-to-reel or roll-to-roll processing to semi-automatic manual lines, our proprietary Spouted Bed Electroplater (SBE), and vibratory or barrel processing systems. Updated and expanded video content and photography will give users a clearer picture of the wide range of capabilities within our equipment groups.

The Technic Engineered Powders Division, one of the largest producers of silver powder and flakes for the electronics and solar industries, has also expanded its content to offer users additional resources such as Safety Data Sheets, industry-related news, and new product announcements.

To visit the new global website, go to www.technic.com

About Technic

Technic Inc. is a Rhode Island based corporation with over 900 employees worldwide. For over 73 years, Technic has been a global supplier of specialty chemicals, custom finishing equipment, engineered powders, and analytical control systems to the semiconductor, electronic component, printed circuit board, industrial finishing and decorative industries. Technic is also a major supplier of engineered metal powders to the solar industry.