

## *and Launches New Improved Website*



## Take a tour at www.fpd.com



To commemorate FPD's 50th year in business, we have created a new corporate logo and have done a complete web redesign to provide a better customer experience. We listened to your suggestions and have made the site significantly more mobile friendly and added more product information. Today, over 68% of all website activity is being viewed from mobile devices, so it's vitally important that our new site easily adapts to all mobile devices.

Additionally, our online catalog lookup information is more robust and includes competitive cross references, product images, and more detailed buyers guide information by part number.

We will continue to add information and make improvements as soon as the new information is available. In the meantime, we encourage you to visit our site and feel free to make suggestions on additional information you would like to see added.

## We appreciate and value your input!

## **NEW ENHANCEMENTS INCLUDE:**

- Enhanced mobile friendly compatibility automatically adjusts to any device
- More detailed product information to better illustrate FPD's advantages
- Downloadable news flyers and tech bulletins
- New Industry Insights section (more information coming soon)
- More robust on-line cataloging includes:
  - New application coverage is updated every month
  - More product images
  - Competitive cross references
  - Buyers Guide information by part number
- More information is continuously being added!