

Mantaline Improves Ease-of-Use, Navigation, and Functionality of Website to Enhance User Experience

MANTUA, OH (November 17, 2010) - Mantaline Corporation announces the relaunch of their website with over 60 web pages designed to improve the overall user experience and provide key information from a company that provides engineering and product manufacturing of elastomer seals, tubing and molded parts for vehicles.

"We envisioned what customers and potential customers need and want to see, as well as what our sales force needs to have at their finger tips and completely redesigned our website to meet those objectives," said Tom Mlinar, Vice President of Business Development for Mantaline. "In addition, we improved the visuals and navigation on the site, so that customers can quickly identify what we do and match our capabilities with their needs."

Designed to provide a clear overview as well as detailed information about the company's capabilities, Mantaline's revised website, www.mantaline.com, offers top line navigation of production systems, key markets the company serves, the types of applications they provide for their customers and various expertise and capabilities the company possesses. As the reader views each category, side navigation allows users to drill down into the detail of each area. Every page provides a link to the "Request a Quote" function with a full contact form and the ability to upload drawings and spec files so that at any point in the website the user can ask for an estimate from the company.

The Mantaline website outlines the three stages of their production system which includes defining the project, developing the solution and delivering the custom product. The contact us area of the website not only has basic information with emails and phone numbers, but also details key individuals in the various departments as well as the many sales contacts located throughout North America and their manufacturing and marketing affiliates around the world.

Each page is illustrated with photos of the actual products in the midst of the manufacturing process along with the actual employees working at Mantaline. By including real people in the photos on the revised website instead of stock photography, the capabilities are more clearly illustrated and the credibility of the company is enhanced.

Although the processes and the systems described are complex, the website simplifies it because the text is direct, and easy-to-read.

Located in the heart of the polymer industry, Mantaline is a world-class leader known for its engineering competence, material expertise, extrusion and molding capabilities and in-finishing operations. The company designs and manufactures custom elastomeric seals for automotive tier 1, heavy truck OEM, construction, off-road, agricultural, RV, rail, bus, industrial and medical markets For more information, visit their site at www.mantaline.com, call (800) 321-0948, or email info@mantaline.com.

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