

**Market-focused and up-to-date: www.ebro.com
The new, user-friendly ebro-Website is online**

ebro Electronic's new website is online. ebro customers and interested browsers can quickly and easily find information about ebro innovations or about ebro products in general. In the download area, the user can download ebro product pictures in print quality. If further information is wanted, ebro contact persons for questions of all kinds are easily found under „Team“.

With this new website, ebro Electronic is consistently following through with its present marketing strategy: Each ebro customer is specifically addressed according to the needs of his market.

ebro Managing Director Wolfgang Klün explains: ebro handhelds and data loggers are in use in the fields of food, industry, chemistry, pharmacy and medicine – and in many smaller markets. We realized that customers in these markets differ very strongly with respect to their requirements for measurement technology. Consequently, our sales literature is aimed at different markets. At ebro, we have special product catalogs for the food industry, for general industry, for chemistry and for medicine. Our customers really caught on to this idea. Because of the strong positive reaction, we made a point of implementing this successful concept in our new website.“

The menu construction of the ebro Electronic website is simple: The main term „markets“ is subdivided into the fields of food, industry, pharmacy, chemistry and medicine. If, for example, the user clicks in the field „food“, he will find it divided further into specific fields. Because of this, beverage producers, restaurant owners, butchers and bakers can quickly find all ebro products (with pictures and technical data) that are relevant to their field.

The new ebro-website has a new address: www.ebro.com, that can be visited immediately.

Picture caption: The new ebro website is online now

Pressekontakt/Werbung:

EURO DOC
Dipl.-Ing Henri Hencke
Rheingauweg 1

D-65474 Bischofsheim

Tel.: (06144) 41 909
Fax: (06144) 41 909
Henri.hencke@t-online.de

Leseranfragen bitte an:

ebro Electronic GmbH & Co. KG
Frau Kerstin Most
Peringerstraße 10

D-85055 Ingolstadt

Tel.: (0841) 954 78 0
Fax: (0841) 954 78 80
E-Mail: info@ebro.de
Internet: www.ebro.com