

## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACTS: Christine Hartwich (248) 442-2902  
chartwich@electro-matic.com

### **Electro-Matic Products, Inc. Launches Connectivity Products Website**

Electro-Matic Products, Inc. proudly announces the launch of its Connectivity Products Website. Specially designed to meet the needs of Electro-Matic's connectivity products business unit, [www.empconnectivity.com](http://www.empconnectivity.com) marks a great improvement in design, navigability and usability for customers as well employees. "An attractive and easy to use website is an important marketing tool to promote our cable and connector products and to announce our new product lines of industry pioneers INTERCONTEC Produkt GmbH and Nexans Germany", argues Mario Barraco, Manager of Electro-Matic's Connectivity Products Group. "The new product offerings include high performance industrial cables and circular connectors for industrial applications. We would like to provide our customers with one online source to find all the information they need on these innovative products."

Special features of the new website include online catalogs for automotive programs, a news section with regularly updated product news and press releases as well as request for quote functionality. A major highlight however is the online connector configurator sponsored by INTERCONTEC. "This tool is like a dream come true for a lot of technicians and purchasing agents as it allows an easy and accurate configuration of modular connectors," explains Jim Baker, President of Electro-Matic Products, Inc. With just a few mouse clicks users will be able to configure both power and signal connectors. The software will check if the selections are technically buildable. The tool also allows users to go back during the selection process to make changes to configurations as well as switching between individual connector components. At the end of the configuration process the system will automatically generate a corresponding ordering code allowing the user to submit an online form to request a quotation from Electro-Matic or to print a data sheet for reference. The connector configurator can also be found at [www.empconnectorconfigurator.com](http://www.empconnectorconfigurator.com).

####

Electro-Matic Products, Inc. is a supplier of a complementary group of products, services and components targeting the users and manufacturers of industrial automation equipment and on-premise signage. It is the company's mission to provide our customers with technology solutions that will enhance their automation and other commercial environments. Customer driven value-added services are emphasized and include product selection assistance, application engineering, packaging design, training and support. To learn more about Electro-Matic Products visit [www.electro-matic.com](http://www.electro-matic.com) or contact us by phone at (248) 478-1182, by fax at (248) 478-1472, or by e-mail at [help@electro-matic.com](mailto:help@electro-matic.com).