

MEDIA RELEASE

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CAP INDUSTRIES LAUNCHES IMPROVED WEBSITE

CAP Industries is pleased to announce the launch of its new website:
www.capindustries.com.au.

Featuring a fresh new look, improved navigation, and a dedicated downloads area the new site has been designed with usability in mind.

According to CAP Industries Marketing Manager, Alicia Spithoven, the new site aims to deliver a more comprehensive source of information on the company's solutions while at the same time providing a reference point for essential technical information and support. She explains, "We have been investigating how and why our customers use our website for around 12 months. The results of this informal research have influenced the new website in terms of both design and content."

CAP Industries worked closely with Melbourne-based digital design and communications agency, Click Creative, to develop the new site. Ms Spithoven states, "We are very pleased with the overall result. We can now provide better, more timely information for our customers in a more user-friendly way. In addition, we have set the groundwork for expansion of the site in the near future."

Further information

CAP Industries: www.capindustries.com.au

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