Donatelle Wins Manufacturing Standard of Excellence Web Award

The Web Marketing Association (WMA) honored Donatelle with the Manufacturing Standard of Excellence WebAward for the company's new website, www.donatellemedical.com [1]that launched in April 2010. The competition had more than 2,000 entries in 96 industry categories from 45 countries. Each site goes head-to-head with other sites in their categories. Industry categories range from the airline industry to universities.
"Our new website was developed with an intentional focus on communicating our purpose. This was done through exemplifying how our capabilities support our commitment to changing lives through the innovation and manufacturing of the medical components and devices of our OEM partners," said Treasa Springett, president of Donatelle.

Steve Trinter, director of marketing and international sales of Donatelle said, "Our new website reflects Donatelle's uniqueness as a vertically-integrated medical device manufacturer. Donatelle has a long and established history of exclusive dedication to the medical industry through the implantable devices and complex assemblies that we manufacture. Patients benefit from our proven expertise and reliability everyday."

"Our website developer provided the expertise and assistance in helping us create a marketing tool that showcases Donatelle's unique capabilities and technologies. At the same time, it ties these manufacturing capabilities to our purpose of creating possibilities to improve quality of life for humankind, one person at a time. Together, this further communicates and defines our unique market differentiation and brand within medical device contract manufacturers", said Springett.

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Links:
[1] http://www.donatellemedical.com