Redesigned Website Offers Simplified Navigation

The AdvantaPure website sports a fresh appearance with a single, top navigation bar to help viewers find what they're looking for quickly and easily. The new look is clean, streamlined, and presents information in a logical, straightforward format. The updated site went live last month.

AdvantaPure's website features sanitary tubing, reinforced hose, and single use molded components for the pharmaceutical, biopharmaceutical, food, beverage, and cosmetics processing industries. It was originally launched in late 2001 and underwent minor changes since then.

"As new products were added, navigation became a bit cumbersome," notes Michael Tangreti, Director of Marketing. "We needed to reorganize the site and make it easier for people to find items without a lot of hunting around and clicking."

The redesigned, fully-searchable site features:

- Detailed product information, photographs, and illustrations
- Literature requests and download options for PDF files
- Validation package requests
- A worldwide distributor lookup with contact information
- Upcoming trade show appearances

- New product announcements

New features include the company's history and profile, employment opportunities, and an expanded hose identification section. The custom product pages were updated as well to include options such as manifold assembly and gamma irradiation. The site also includes AdvantaPure's Guiding Principles, criteria followed by every team member and used to conduct daily business.

The update makes the site more intuitive and user friendly with a single row of navigational drop down boxes at the top of the homepage. Viewers can quickly find a product category – Tubing and Hose, Fittings, or Single Use Systems, among others – and go to descriptive pages with product performance information, key features, applications, sizes, and photographs.

AdvantaPure
888-755-4370; www.advantapure.com [1]

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