



www.products4automation.com provides new service levels for automation customers

Automation specialist, Products4Automation, has launched its new website, www.products4automation.com; offering product information, literature, news and customer support it is designed provide all the services a customer needs. All of P4A's products are represented on the website, including the latest touch screen HMI's and flat panel PC's, Alarm plug in software and production intelligence software.

Paul Hurst, Managing Director of P4A, takes a customer-focussed approach to the automation industry:

"The company aims to help customers avoid the inflexible, single brand, attitude of large automation companies by supplying systems integrators and end users with state of the art automation hardware and software. The website's layout is designed to ensure that all product information is only one click away and product brochures and data sheets are easily accessible."

Site visitors are met with a homepage containing a brief introduction to the company and its products. From there it is simple to navigate through P4A's complete list of products. The literature page allows users to download product brochures, catalogues and data sheets as pdfs, while the news page will inform them of P4A's recent activity.

The website was created by DMA Europa, a leading technical marketing agency. The project manager, Roland Renshaw, describes the design process:

"P4A approached us with the need for a customer focussed website. We know the foundation of a successful website is a clear home page, simple navigation and obvious methods for contacting the company personally. The P4A website combines these requirements enabling the user to request that information and quotes be sent direct or contact the company themselves, they are also able to access product information from any page."

About P4A

Products4Automation (P4A) is a specialist supplier of new and innovative software and hardware solutions to the UK market. Products ranges available from P4A include the latest touch-screen HMI's and flat panel PCs, SCADA software and plug-ins, a wide range of SCADA enabled hardware, Alarm plug-in software for large automation systems, and a full range of Production Intelligence software solutions.

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