

Press Release: Website Relaunch

New Web Design for InProcess Instruments

Bremen, May, 5th 2009. InProcess Instruments publishes their new Internet presence with a new look and modern information design. The website is active and accessible at www.in-process.com

Following the exacting design of their latest corporate publication “High-Performance Online Gas Analysis Process Mass Spectrometers – Manufactured by InProcess Instruments“ InProcess Instruments’ Internet presence is now even more convenient and more informative. The new content management system allows the continual updating of product overviews, possible applications and areas of application for online process gas analysis systems the high-tech company manufactures. In addition to the latest data sheets the website provides specific sample applications, describes the areas of applications as well as allocates each product to industrial and research sectors. As an additional service the website has now been furnished with a download area, where the visitor can quickly download brochures, information, reports and posters. Of course, the company retained the reference section, which contains the fundamentals of mass spectrometry and online gas analysis. This factual information was very popular with visitors of the former website as a useful knowledge base.

The new Internet presence was programmed and implemented by the Bremen-based web developers WebMen Internet GmbH. The website is based on the WebGenia Content 6.0 CMS solution, which corresponds with the latest Internet standards and is search engine friendly. The distinctive feature of this CMS is the dynamic data base interface to the sections Products, Applications, Industry & Research. The new website is available in English and German and allows the user to switch between languages on any page. The website design was developed by Fabian Bojé of the Bremen-based graphic design firm Ecce:Media.

With their new Internet presence, the company wants to further their comprehensive customer focus strategy and account for the broad range of special applications in the most diverse sectors of industry. Dr. Michael Brudel, responsible for marketing at InProcess Instruments, explains "We want to open new and enhanced possibilities for our international clients and business partners. Our expanded website is an excellent tool for learning about our range of dedicated systems for online gas analysis and the particular opportunities process mass spectrometry presents for industry and research."

InProcess Instruments was founded in Bremen, Germany, in 1997 and develops, manufactures and distributes online gas analysis systems based on quadrupole mass spectrometry across the globe.

Further information:

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