

PRESS INFORMATION

For Immediate Release

Date: 5th February 2016

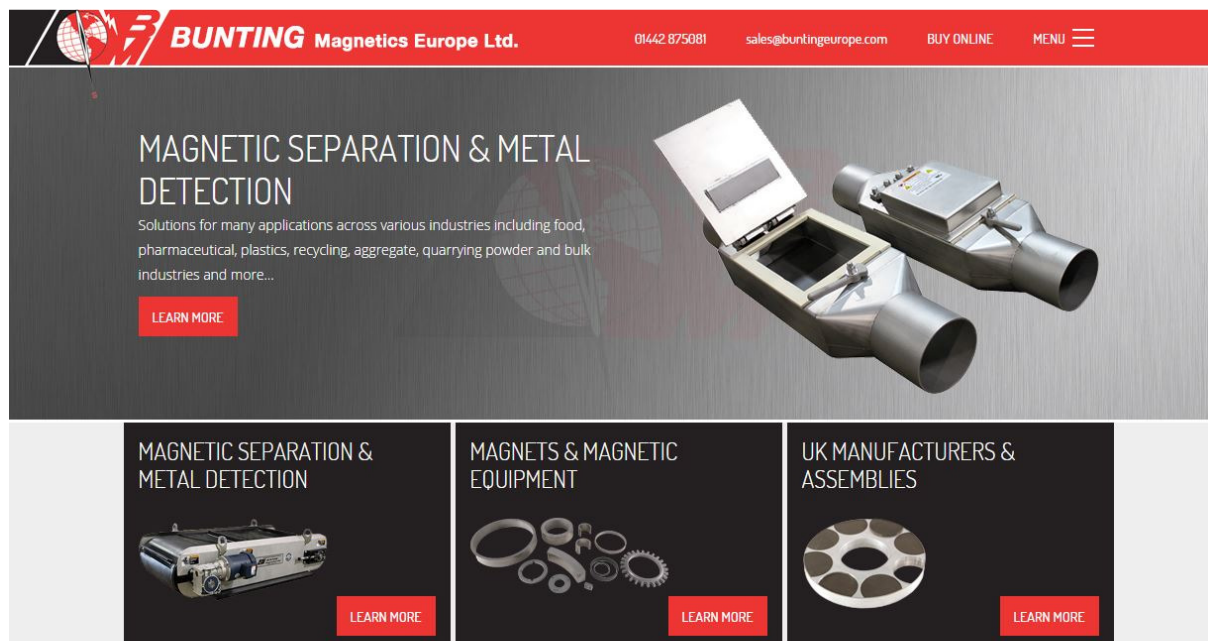
Ref: PR0046

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New Digital Strategy and Website from Bunting Europe

UK based magnet and magnetic separator equipment manufacturer, Bunting Magnetics Europe, has launched a new dynamic and responsive website as part of a fresh digital marketing strategy to reflect several years of growth and changes in the business.



BUNTING Magnetics Europe Ltd. 01442 875081 sales@buntingeurope.com BUY ONLINE MENU

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Total Magnetic Solutions from Bunting Europe

Bunting Magnetics Europe Ltd, the European arm of the global Bunting Magnetics Group, has a manufacturing facility in Berkhamsted, UK where they design, manufacture and supply a wide range of magnet and magnetic based solutions.

The new website www.buntingeurope.com will have three (3) distinct customer experience areas focusing on the wide-ranging products and services offered by the company including Magnetic Separation and Metal Detection; Magnets and Magnetic Equipment; and UK Magnet Manufacturing & Magnetic Assemblies.

The new responsive website will provide information on products including descriptions, specifications and photographs as well as regular industry and product commentary via blogs. A wide selection of Magnetic Equipment and Magnets will also be available for purchase online.

Simon Ayling, Bunting Europe's Managing Director, explained the reasoning for the new website.

"The marketing landscape continues to evolve rapidly and the importance of digital marketing cannot be understated. Manufacturing and engineering companies need to be constantly reviewing their presence online, not only on their websites but also on social media platforms. Many do not presently use marketing channels, such as Twitter, LinkedIn and Google+, but we have seen how effective they can be when adopting the right strategy and implanting a plan. The new website has been designed to reflect those changes, becoming more informative and making it easier to use. This is just the start and we already have plans to increase the amount of interaction on the site. We also welcome feedback from all visitors. This site has to work for them."

For further information on any Magnetic Separator/Metal Detector, Magnet or Magnetic Assembly application, please contact our technical sales team on:

- sales@buntingeurope.com
- call us on 01442 875081
- Visit www.buntingeurope.com

High resolution JPGs of all the images provided with this press release are available from the Bunting Press Officer, Paul Fears. Also, for additional information on this recent installation or any other issue mentioned in this article please contact Paul on 07909 103789 or press@buntingeurope.com or visit www.buntingeurope.com.

Please can we request that the Press Office is advised of any editorial coverage by sending:

- *Print copies to Paul Fears, Press Officer, Bunting Magnetics Europe Ltd, 12 Wakelin Close, St David's Manor, Church Village, CF38 1GA*
- *Please email links to online coverage to press@buntingeurope.com*

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