

New Matara website makes linear motion & pneumatics product selection & purchase both quick & simple

Matara UK Ltd, specialist in automation, pneumatics and linear motion products, has launched its new website at www.matara.com. Whilst the site boasts a modern, fresh design and improved navigation, www.matara.com has actually been completely redesigned from the bottom up, and now supports ecommerce with an advanced filter system enabling customers to quickly and easily select products that meet their exact criteria.

The range of products now available to purchase through the website has also expanded dramatically. Whereas previously only a limited selection of products could be bought online, a very wide range of pneumatic products, linear rail and ballscrews can now all be purchased through www.matara.com. Ballscrews cut to the millimetre can even be bought at the touch of a button!

To ensure all the relevant information necessary to select the right product is readily available, CAD data has been made accessible on www.matara.com and there is a Technical Hub featuring articles and videos designed to help expand customers' understanding of Matara's various product ranges. A new case study section has also been included to provide customers with real world examples of Matara product in action.

A further new feature of the website is the addition of trade accounts, making purchases easier for customers.

Aidan Shearer, Product Marketing Executive at Matara, comments on the new website: "From our initial low cost foray into ecommerce with a store separate to our website, we have invested considerably in this new website with fully integrated e-commerce. The result is a website that enables us to compete with the major corporate players in this field for the very first time, which is very exciting.

“We have seen changing buying patterns and opened up new streams of revenue during the pandemic, which has driven this investment in a new website. Whereas our traditional OEM customer base was reluctant to buy online, post pandemic this has altered. Our move into new markets - including consumer hobbyists and end user companies - where buying online is second nature, meant it was important we provided a buying experience that matched their requirements and expectations. Developing a new website with strong ecommerce was therefore a prudent investment; we predict it will increase our online sales by a further third this year alone.”

Matara is part of Rubix, Europe’s largest supplier of industrial maintenance, repair and overhaul products and services. For more information, please go to www.matara.com/, or contact Matara at sales@matarauk.co.uk or on 01684 850000.