



NEWS RELEASE

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NEW ROCOL WEBSITE IMPROVES LUBRICANT SOURCING

Lubricant specialist ROCOL is making it easier for customers to source industrial lubricants with the launch of a new website.

ROCOL is a division of the multinational ITW group, developing, manufacturing and marketing technically advanced industrial lubricants and line marking systems to industries worldwide including industrial, food, metalworking, marine and offshore, aerospace and site safety.

The new website has been designed to enable people to quickly and easily find the products that meet their needs, and to make ROCOL's extensive and broad-ranging industry knowledge and expertise more readily available to visitors.

Head of Marketing Communications, Europe, Elizabeth Blair says, "We know that a lot of people use our website to source products, and often the only information they have is a part code. The enhanced search functionality within the new site makes it very easy for visitors to get to specific information based on their areas of interest, as well as presenting relevant supporting materials such as articles, case studies and technical datasheets. It also helps customers find the right distributor, searching by either product or industry.

"The new site structure also allows people to view and download product and company certifications and accreditations, giving them added peace of mind that they are choosing an established and credible supplier."



A brand new Knowledge Centre within the site provides advice and a range of 'How To' hard copy and video guides to help people get the most out of ROCOL products, services and technical support, and the site is fully optimised for tablets and mobile devices.

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To view the new site, visit www.rocol.com.