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Walter Surface Technologies unveils new website

Redesigned corporate website offers visually-optimized, user-friendly interface with faster ability to search and purchase Walter solutions via desktop and mobile devices

Montreal, QC / Windsor, CT - September 29, 2014 - Walter Surface Technologies, an industry leader in surface treatment technologies, today announced the launch of its newly designed and fully-featured website at www.walter.com .

The Walter Surface Technologies website has been updated to deliver an enhanced user experience with improved navigation and functionality throughout. The new site enables Walter customers to quickly access comprehensive product information, technical specifications, application guidelines, videos, blogs, a robust media centre and dealer locator links – with the ability to easily share content across all major social networking sites.

The launch of the new interactive website, which offers quick and easy access to essential information on Walter products and distributors, is part of the organization’s ongoing efforts to enhance the quality and availability of online information to Walter customers and distribution partners worldwide.

Future website structure enhancements will include even deeper integrated purchase capabilities within Walter distributor website pages. The new site also features improved navigation and responsiveness for both desktop PCs and mobile devices.

“We are pleased to offer our customers simpler navigation and sharper visuals to more quickly access our extensive product information. The refreshed multimedia site is designed to help our customers work better with comprehensive product specs, application guidelines and streamlined purchasing options for Walter’s complete range of metalworking surface technology solutions,” said Dan Pirro, VP Marketing, Walter Surface Technologies.

The new Walter Surface Technologies site can be found at www.walter.com

About Walter Surface Technologies

Founded more than 60 years ago, privately owned Walter Surface Technologies provides innovative solutions for the global metal surfaces finishing industry. With international headquarters in Canada (Montreal) the company has established subsidiaries in the USA (Connecticut), Mexico, Brazil, Germany, Austria and Switzerland and continues to expand around the world. From high performance abrasives, power tools and tooling to industrial parts washing systems, cleaners, degreasers and lubricants, Walter focuses on helping its customers work better. Key Certification and Awards include ISO 9001: 2008, Wall Street Journal Award (U.S); Deutscher Material Preis (Germany); American Eagle Award; CleanTech Cleaning Technology Award.

To learn more about Walter Surface Technologies:

Web www.walter.com
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-30-

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