

Expanding and extending a company's online presence

Amit Sangani explains how Emhart Glass has, since the launch of its website over three years ago, updated and improved the way that customers can access information online.*

Since the launch of its website in March 2000, the Emhart Glass website (www.emhartglass.com) has received over 200,000 visits from customers in over 80 countries. The success of the website can be attributed to the continued expansion of various offerings such as, for instance, multiple languages, online publications, parts catalogues etc. which have all been added to provide a complete online service.

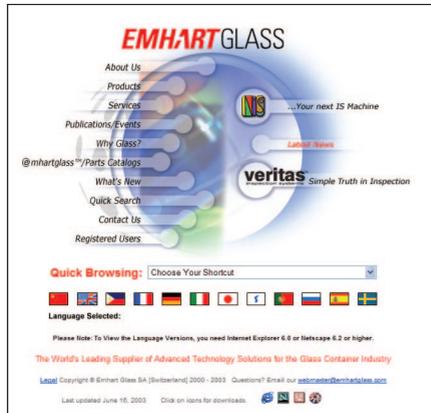
Multiple languages

The website has been updated over the last couple of years to include information in the following languages:

- Chinese
- Filipino
- French
- German
- Italian
- Japanese
- Korean
- Portuguese
- Russian
- Spanish
- Swedish

This means that visitors and customers can view company information, mission statement and guiding principles, products, services, quality certifications and contact information in their native languages.

▼ The Emhart Glass website continually evolves.



Online publications

Emhart Glass offers two industry specific tools to its customers: punt marks online and online guide to container inspection.

The punt marks web module offers visitors the ability to search for punt marks by country, by customer name or by image (ie graphic type, letter type). The entire punt marks book can be viewed and printed in Portable Document Format (PDF) via Adobe Acrobat's Reader programme.

EMHARTGLASS Online Guide to Container Inspection™		
DEFECT		
DEFECT	DESCRIPTION	REMEDIES
CRIZZLED FINISH	A finish with many fine surface fractures, mainly across the top.	
INSPECTION		
CAUSES	REMEDIES	
1. Feeder • Glass too cold	1. Feeder • Adjust the gob temperature	
2. Machine Setup and Operation • Plunger is too cold • Water in final blow air • Excessive oil spray on plunger and neck ring during or blank doping • Final blow air chilling the top of the finish when no internal cooling nozzle is used, or when orifice is blowed in too large • Vacuum applied for too long • Take-out tongs cold	2. Machine Setup and Operation • Reduce plunger cooling air • Blow out the final blow air line • Reduce doping oil • Use final blow tube with smaller hole • Reduce the vacuum time • Insulate take-out tongs	

▲ The Online Guide To Container Inspection web tool.

The online guide to container inspection web tool offers visitors the ability to search for defects by type and to find information on defect causes and suggested remedies. In addition to identifying defects, customers can review which inspection machinery may be used to help detect the specific flaws. Also users can download the inspection and defect posters in PDF format.

Visitors can also download and order publications via our website. Over 60 brochures, 50 technical news bulletins and 25 articles are available for viewing in PDF format. In addition to downloading publications, customers who have purchased machinery from Emhart Glass can order their replacement or new manuals (over 300) online.

Online parts and reference catalogues

Users looking for IS machine accessories or refractory parts for their ongoing operations can easily reference online catalogues on the website. The two offered are the online guide to purchasing IS accessories and the online refractories catalogue.

The accessories guide allows purchasing personnel to quickly select the right accessories (that is, the parts needed for a job change) for their application needs. In addition to the refractories catalogue,



▲ The Punt Marks web module allows users to search in a number of ways.

users can also view and review the refractories properties via the Online Material Specifications Data Sheets.

Wireless websites

Emhart Glass has recently created two wireless websites to offer users quick, convenient, worldwide access to the company, product and service information on an optimised version of the website via mobile devices. The wireless URLs are as follows:

◀ PDA (Pocket PCs) - <http://ppc.emhartglass.com>

▶ WAP enabled cell phones - <http://wap.emhartglass.com>

Conclusion

Business-to-business (B2B) websites are becoming more and more important to a company's overall marketing plan. At Emhart Glass we are also expanding and extending our online presence to offer customers important tools that they can access 24 hours a day, 7 days from virtually anywhere in the world.



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