

<http://app.dr-boy.de>



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BOY activates new website

Faster information and transparent navigation

At the beginning of the new fiscal year 2019 / 2020, BOY launched its newly designed Internet presence online.

„The user's benefit is at the forefront of this redesign,“ comments Thomas Breiden, Marketing Manager at BOY, on the reasons for the new website. „Visitors to the new BOY website will find the desired information on injection moulding machines, the latest articles and the download area more quickly via the eight sections in the upper blue bar“.

Completely new on the BOY homepage is the **database** of all BOY injection moulding and insert moulding machines and the additional injection units under the heading Products.

On request, the appropriate injection moulding machines can be pre-selected via individual queries on mould dimensions, required stroke volume, an existing part weight or the required clamping force. The product pages contain the technical data, facts and corresponding links to the

product sheet (PDF) and existing machine videos.

On the right side of each of the new websites you will find a large number of icons with practical links. Among other things, there is a **contact form** that visitors can use to send enquiries quickly and easily.

An **overview of dates** for trade fairs and internal seminars as well as the **log-in area** for the BOY sales organisation can also be found on the right-hand side of the page.

Editorial



Alfred Schiffer
Managing Partner

Dr. Boy GmbH & Co. KG

The large increases in the digitization of machines and increasing networking - the „Internet of Things“ is the key word here - are also gaining a foothold in our industry.

One example of this is our status app, which allows injection molding machines to be monitored at any time and from anywhere - the Internet makes it possible. In the customer service area, too, our online remote service is a valuable tool to help you full tool at your disposal.

So we have also put our previous Internet presence to the test. With the functional advantages of the newly designed, user-friendly pages and numerous links, the new online presence puts us in the best possible position for digital progress.





After calling up the new start page, a series of large background pictures from the BOY production, from the technical centre and successful trade fair participations will appear in chronological order.



A **function menu** with a blue background (see below) is placed at the bottom of each BOY Internet page.

In addition to the contact details, there are numerous functions and links, such as the **BOY route map**, data protection information,

the imprint and the General Terms and Conditions (**GTC**).

We are happy to receive your comments / suggestions for changes to the new website.





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BOY – APPs

Both the BOY app, which is very practical for users, and information about the BOY machine status app are stored on the new website at the right end of the upper menu bar.



BOY-APP
free of charge under
<https://app.dr-boy.de>



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