



# Press Release 21/2019

Neustadt-Fernthal, May 2019

## **BOY activates revised website with new function**

At the beginning of the new fiscal year 2019 / 2020, BOY launched its newly designed Internet presence online [[www.dr-boy.de](http://www.dr-boy.de)].

„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“. 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.



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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.



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A **function menu** with a blue background 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**).

