

For immediate release

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With Art: Image from website home page

Mitsui Seiki Launches New Interactive Website Featuring Industry Tech Exchange

[Franklin Lakes, NJ – October 2020] Mitsui Seiki USA, Inc. has overhauled its U.S. website to be more dynamic, interactive, and relevant to the entire manufacturing sector. The company has developed a “Tech Exchange” leading from its home page at www.mitsuiiseiki.com. “The idea was to establish an online place where industry professionals can post and exchange technical information regarding a wide range of manufacturing processes and general industry information about various economic markets, industry events, and the like,” said Bill Malanche, Mitsui Seiki’s COO. “We’ve initiated a few conversation starters there at the launch, and we look forward to many users engaging and starting their own topic threads.” Establishing an account is required and Mitsui Seiki personnel will be monitoring the commentary.

In addition to the innovative Tech Exchange, the company also has a “Watch” feature on its home page which will be an area for new staff-inspired video clips relayed in a casual, personal way. For more formal presentations, “Events & Webinars” is also a new home page feature, which currently features Mitsui Seiki USA Chairman Scott Walker giving an IMTS Spark presentation on “Questions to Ask Before Buying a Machine Tool”. A “Chat Now” button is also prominent on the home page for quick access to a Mitsui Seiki USA support expert.

The new website also hosts the company’s product line data in HMCs, VMCs, jig borers, jig grinders, thread grinders, and specialty machinery. More than that, the site details how and why Mitsui Seiki machine tools are, and have been, considered among the most precise and accurate available now and over its 90 year history.

“We’re excited about this new site that follows all the current best practices for superior customer engagement and support,” said Malanche. “I hope everyone reading this notice goes to mitsuiiseiki.com and browses around! We’d welcome the feedback.”

For more information, contact Mitsui Seiki at (201) 337-1300, www.mitsuiiseiki.com.

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