



## Advantek Launches Redesigned Website

SAINT LOUIS, Missouri USA. 12 October 2017 – Advantek, Inc., a leading provider of precision component delivery systems, has redesigned its website at [www.advantek.com](http://www.advantek.com). The new presentation focuses on Advantek's extensive expertise in carrier tape and ability to provide customers and industry partners the exact component delivery systems and tools they need to strengthen and grow their business. This approach is embodied in Advantek's new company tagline *Technology Made For You™*.

"We're pleased to announce that the redesigned site is now live. Visitors can quickly find optimal solutions for their packaging needs," says Tim Hemken, Director of Business Development. "Our intention is to help visitors find the important information they are looking for about Advantek and its products easily and efficiently."

Information is organized by both end-use application and product category. "This dual presentation helps visitors who know what they want easily find an end-use application for their particular need. Visitors who may be less familiar with our products can learn more about them, discover our diverse capabilities, and contact us for more information and/or an in-depth discussion about what Advantek can do for them," continues Hemken.

The website as a whole presents a technologically-dynamic company staffed by dedicated employees who produce sophisticated products for a global marketplace. Fresh, bright images and photos capture the spirit and principles of The Advantek Way, the company's cultural roadmap to success. In short: Great companies succeed through great people.

As with the previous website, the newly redesigned site has a special section where customers can log in for additional and detailed information such as a search of the open tool-database, which contains thousands of forming tools available to Advantek customers. The redesigned website has also been optimized for both mobile and desktop display. "This launch is just the first step. We intend to continually refine and add information, including a Chinese language version, in the future," says Hemken.

### For more information, contact

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Advantek carrier tape safeguards the delivery of delicate components for computers, mobile phones, LED applications, medical devices, smart appliances, automotive systems and other technological products. For more information, visit [www.advantek.com](http://www.advantek.com).

Advantek is a wholly-owned subsidiary of Robert Family Holdings (RFH) since 1992. RFH is a privately-held, family business with origins dating to 1946. RFH is focused on growth management and acquisition of high-value manufacturing companies. Identification of growth opportunities, technological development, and commitment to customers are the core elements of the RFH strategy.

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