



**NERAK**

## ***PRESS RELEASE***

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### **Nerak launches brand-new, product-focused website**

**Vertical elevation specialist, Nerak Wiese, has unveiled its new-look website. Packed with technical information on its range of vertical conveying solutions, the new website is much more user-friendly.**

“We wanted to design a site that met the requirement of both end-users and system integrators to have technical details at their fingertips,” explained Simon Musgrave, Sales Director. “We’re delighted with the result and feedback from our clients has been very positive.”



*Nerak Wiese's headquarters in Brecon*

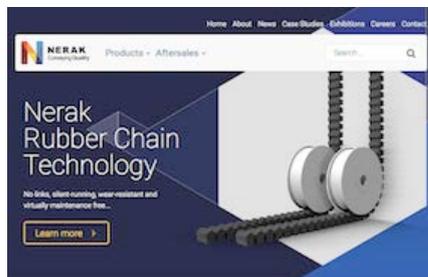
Each product on the new site – [www.nerak-wiese.co.uk](http://www.nerak-wiese.co.uk) – has an overview description, a specification and a section detailing example applications. There is also the option to download both a technical drawing of the product and a sales leaflet. Where applicable, each product is linked to an informative video and any relevant case studies. “It has taken a significant amount of time to collate all the information,” said Simon Musgrave, “but we believe customers will find it invaluable to have all these resources in one place and easily accessible.”



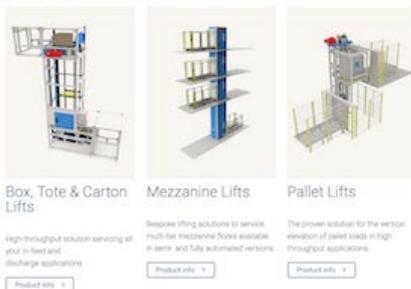
*Simon Musgrave, Sales Director*

### **Rubber chain technology**

The site also explains the rubber chain technology that lies at the heart of Nerak’s solutions. The heavy-duty rubber block chain is far superior to metal chains due to its link-free design, silent running, and resistance to both wear and corrosion. It is extremely cost-effective because it is virtually maintenance free, with no need for lubrication or regular adjustment and re-tensioning. Its high tensile strength and stretch-free properties are the result of vulcanised steel cables at its core.



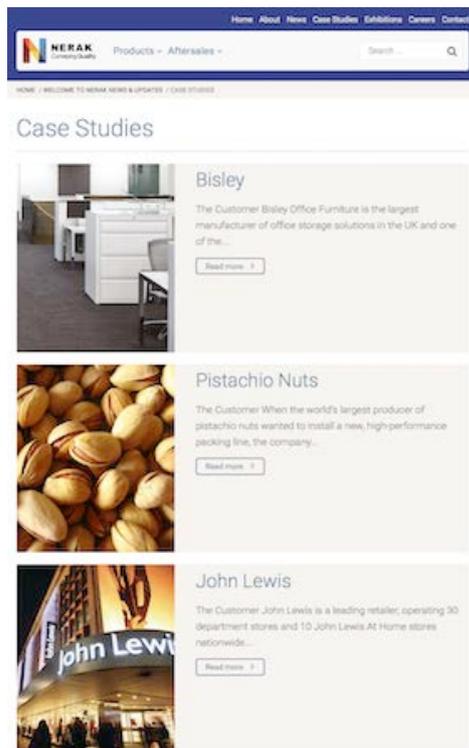
#### Our Products



*The site explains the benefits of Nerak’s heavy-duty rubber chain technology*

## Case studies

The new-look site features the logos of an impressive portfolio of brands that Nerak has supplied vertical elevation solutions to – including John Lewis, Amazon, XPO Logistics, Unilever, Kellogg's, Ocado and GlaxoSmithKline. Several of these clients feature in the Case Studies section. The new website also includes sections on Nerak and the Brecon-based company's history, as well as News, Exhibitions (in the UK and abroad) and Careers. "In addition, we have links to our LinkedIn company page and the Nerak YouTube channel," added Simon Musgrave. The new site is optimized for smartphones and other mobile devices, making all the information accessible to executives on the go.



*Customer case studies show Nerak's solutions in use*

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*The images shown above are available in high resolution on request to: [heidi@bridgeland-copyright.co.uk](mailto:heidi@bridgeland-copyright.co.uk)*

## About Nerak Wiese

Nerak Wiese is a UK-based engineering company that specialises in the design, development and installation of vertical elevation solutions for unit loads and bulk goods. Offering both modular systems and bespoke solutions, Nerak Wiese has the design expertise and engineering skills to solve diverse material handling problems. Strengthened by over 45 years' experience, Nerak's solutions and service benefit customers throughout Europe, the

Middle East, Africa, Southeast Asia, India and Australasia.

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