

THE ELSTER-AMCO GROUP RE-DEFINES ITS IMAGE VIA THE INTERNET

New Website launched

The ELSTER-AMCO group is ever-evolving and in no place is that more evident than on the Internet. Recently, certain members of the ELSTER-AMCO group have launched new websites, and along with it, a new image.

The first site to be completed was www.elster-amco.com, the main umbrella site for all the companies under the ELSTER-AMCO brand. From here, customers will be diverted to the appropriate company site, depending on the product information they are searching for. Customers can choose the continent, and from there, the country or other territory where they live/work to find the manufacturer or distributor closest to them. Customers also have the option of searching the company specific site or all sites under the ELSTER-AMCO brand if they are uncertain as to where to find product information.



Fig. 1: Screen Shot of American Meter Company

Members of the ELSTER-AMCO group offer a variety of products for the natural gas industry, but the messages and images are similar. The ELSTER-AMCO group wants to convey the idea of all the individual companies being part of one global grouping, so that no matter where the customer is in the world, they have access to all of the product offerings available. Brand identification is just as important, so the group adopted a general template form for the individual companies to follow, therefore giving everyone a similar look and feel, without sacrificing individual brand identification.

Throughout all of the sites you will find the same general categories to search through on the site. Areas such as the HOME PAGE and NEWS contain the latest product information or news relevant at the time. The ABOUT US section contains general information about each company and links to



Fig. 2: Screen Shot of ELSTER-AMCO Main Website

their sister sites. The EVENTS area includes exhibitions going on for the current/future year. The PROFILES link allows you to connect to the most recent volume as well as access archived versions from previous years.

From there, each site has its own special links required for their product lines; products and services, system solutions, product training and in some cases, a section for downloadable materials. The new layout was devised so that customers could easily navigate the sites and access information with ease.

Please visit the following sites, as they are currently live on the Internet:

- www.elster-amco.com
- www.elster.com
- www.americanmeter.com
- www.elstermetering.com
- www.amcowater.com

Additional sites for the various companies will be going live towards the end of this year and the beginning of next. Continue to check back from time-to-time to see the latest additions and updates to all of the ELSTER-AMCO group's websites!

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