



## NEWS RELEASE

### *For Immediate Release*

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## Hamar Laser Launches New Website

*Streamlined, easy-to-use design puts enhanced product information and valuable resources at visitors' fingertips*

DANBURY, CONN., December 5, 2019 — Hamar Laser Instruments, Inc., a world leader in laser alignment, announces the launch of its attractive, easy-to-use, information-packed new website: [hamarlaser.com](http://hamarlaser.com).

“Hamar Laser has been designing ground-breaking laser alignment systems for 52 years,” said Rod Hamar, President of Hamar Laser. “With so many innovative products to support online, our old website had become crowded, so we redesigned it to showcase our laser alignment products on an attractive, contemporary website that’s intuitive and easy to use. We wanted to keep the wealth of detailed application information from our old site but make it easier to access. And for those unfamiliar with our products, we added a new slate of training summary videos to make it easier to understand how well our lasers really work.”

[Hamarlaser.com](http://hamarlaser.com) now has all of the useful information on the old site, plus much more. The *redesigned Home Page* provides an easy point-of-entry so visitors can quickly search by:

- **Applications** – pages that feature colorful new Resource Center sections for quick access to downloadable Brochures, Datasheets, Manuals, and much more.
- **Systems** – pages that provide detailed information on each laser system, along with specifications, in an easy-to-use tabbed format.
- **Measurements** – pages that describe 11 typical alignment parameters and help match the applications to the products for each one.

### *The new website also features...*

- An *expanded and enhanced Downloads* section, with Application Notes, Brochures, Datasheets, “How It Works” documents and Manuals.

### **Hamar Laser Instruments, Inc.**

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- A *redesigned* **Product Catalog** for fast access to detailed product data.
- An *all-new* **Resource Center** featuring a Multimedia Library (including Demo and Training Videos), Case Studies, Glossary, and a **Knowledge Base** with useful FAQs and “How To” documents.
- An *improved*, easy-to-use, keyword-searchable **Support** section for quickly getting help by e-mail, phone and live chat.
- A *redesigned* **News** page with product announcements and company news, plus articles, blogs and other timely information, all in one place.

“A lot of work went into this really important customer-focused project,” added Hamar. “We believe our exciting new website now has everything our customers have come to expect from the world’s leader in laser alignment since 1967—and then some. We invite you to come take a look at our [new online home](#) and let us know what you think!”

### **ABOUT HAMAR LASER**

Hamar Laser Instruments, Inc. is a world leader in laser alignment. Drawing on more than 50 years of experience, the company designs, manufactures, sells and services a broad range of precision laser alignment and calibration systems capable of tackling virtually any alignment challenge. From simple shaft alignment to complex multi-axis geometry applications, Hamar Laser’s alignment systems are renowned for being extremely accurate, highly efficient and reliable, yet simple and easy to use. Always innovative, the company continuously seeks challenging new alignment problems to solve. For further information, please visit [www.hamarlaser.com](http://www.hamarlaser.com).

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