

Press Release
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FOBA Italia with new website

Selmsdorf/Busto Arsizio, April 2013 – At www.foba.it FOBA's new Italian website is immediately available – representing the brand's new look and feel online. The re-aligned brand appearance of the manufacturer for precision laser marking and engraving systems and machines has been launched already in 2012, now FOBA's brand design relaunch is completed by FOBA Italia's website relaunch.

The in terms of artwork, content and web technology completely redesigned and revised FOBA website reflects the brand's profile that has been sharpened before. In addition to the technologically clean appearing screen design that has been reduced to its essentials, the completely reworked and with regards to the contents upgraded website welcomes its users with a user-friendly menu structure and an intuitive navigation. All desired information can be accessed simply and quickly. A special focus has been put on the possibility to directly get in contact with FOBA from any page and sub-page of the website. Major contact details such as telephone numbers or online contact forms are available anytime at the bottom of each page.

Next to the optimized user guidance, a further focus was on the extension of the website's content. In addition to the basics of marking and engraving with lasers, users can also obtain information on the various procedures for laser materials processing, industry-specific application details and the solutions and services the laser manufacturer offers.

As a service for its worldwide web users, FOBA provides an interactive exhibition calendar – for the easy selection of local trade shows and for directly making show appointments with a respective sales engineer – and an interactive world map that helps to directly get in contact with the local contacts for sales and service. To ensure user communication across all channels, web links that lead to FOBA's major social media platforms such as FOBA's facebook page or FOBA's LinkedIn, Google+, Xing and Youtube profiles have also been included in the website and are accessible on any sub-page.

For the time being, FOBA Laser Marking + Engraving's new online presence is available on www.foba.it in Italian, on www.foba.de in German and on www.fobalaser.com in English. An Asian website will follow later. A mobile FOBA website that is optimized for smartphones will be available shortly.

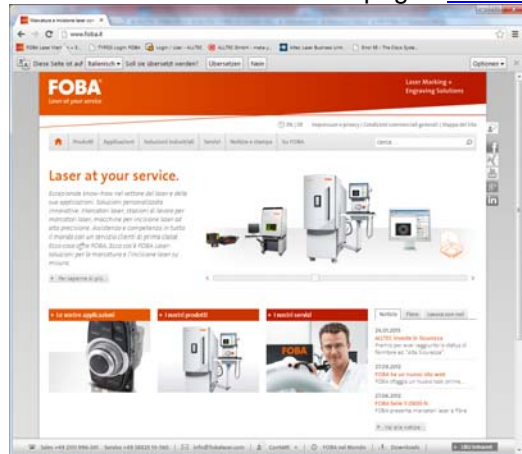
ALLTEC GmbH
An der Trave 27-31
23923 Selmsdorf
Germany
T +49 38823 55-0
F +49 38823 55-222
info@fobalaser.com
www.fobalaser.com

Kontakte/Contacts
Dana Francksen
Manager Marketing Communications
T +49 38823 55-240
dfrancksen@foba.de

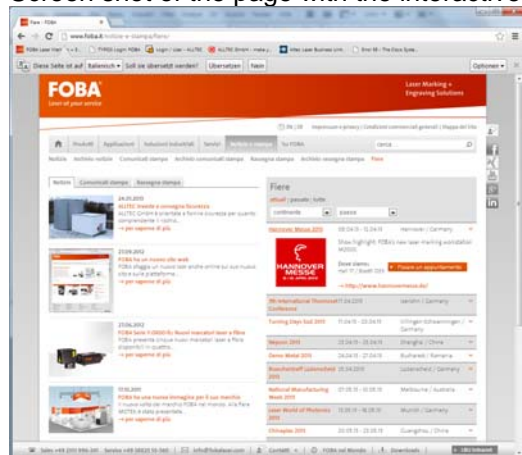
Anja Weich
Marketing Communications
T +49 38823 55-393
aweich@foba.de

Picture material for editorial purposes

Screen shot of the new home page - www.foba.it



Screen shot of the page with the interactive trade show calendar



For additional information and to forward reader responses please contact:

Dana Francksen | Manager Marketing Communications
ALLTEC GmbH | An der Trave 27 – 31 | 23923 Selmsdorf/ Deutschland
Tel.: +49-(0)38823 55-240 | Fax: +49-(0)38823 55-222
dfrancksen@foba.de | www.foba.de | www.fobalaser.com

About FOBA www.fobalaser.com

FOBA Laser Marking + Engraving is among the leaders in manufacturing and supplying precision laser systems for marking and engraving. FOBA marking lasers mark a variety of materials and parts not least in the key markets of Electronics, Automotive, Plastics, Medical, Safety and ID. FOBA laser engraving machines are especially applied in the fields of Tool, Metal and Mold Making, Medical Technology, Jewelry and Coinage. Worldwide sales and service branches service the most important markets. In September 2009, FOBA has become part of ALLTEC GmbH. Since then, FOBA is part of ALLTEC as a sales channel for laser part marking and engraving.