



NEWS RELEASE
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For More Information

Charlie Wells
East Manufacturing Corp.
330-325-8245
cwells@eastmfg.com

Kate Miller
Blue Edge Marketing Ltd.
847-858-6818
kmiller@blueedgemarketing.com

East Manufacturing Launches New Interactive Website

RANDOLPH, Ohio – December 2, 2014 – East Manufacturing is pleased to announce the launch of its new website – www.EastMfg.com – designed with a fresh new look, user-friendly navigation and more focused on customer needs.

The new website provides quick and intuitive access to essential information on East’s four trailer types including drop deck, dump, flatbed and refuse trailers. Each section provides detailed information including standard and optional features of each trailer type for fleets and owner operators with demanding application needs.

“The new website will insure an informative user experience for our visitors. The detailed content will help guide visitors to the trailer best suited for their need,” said Dave de Poincy, president.

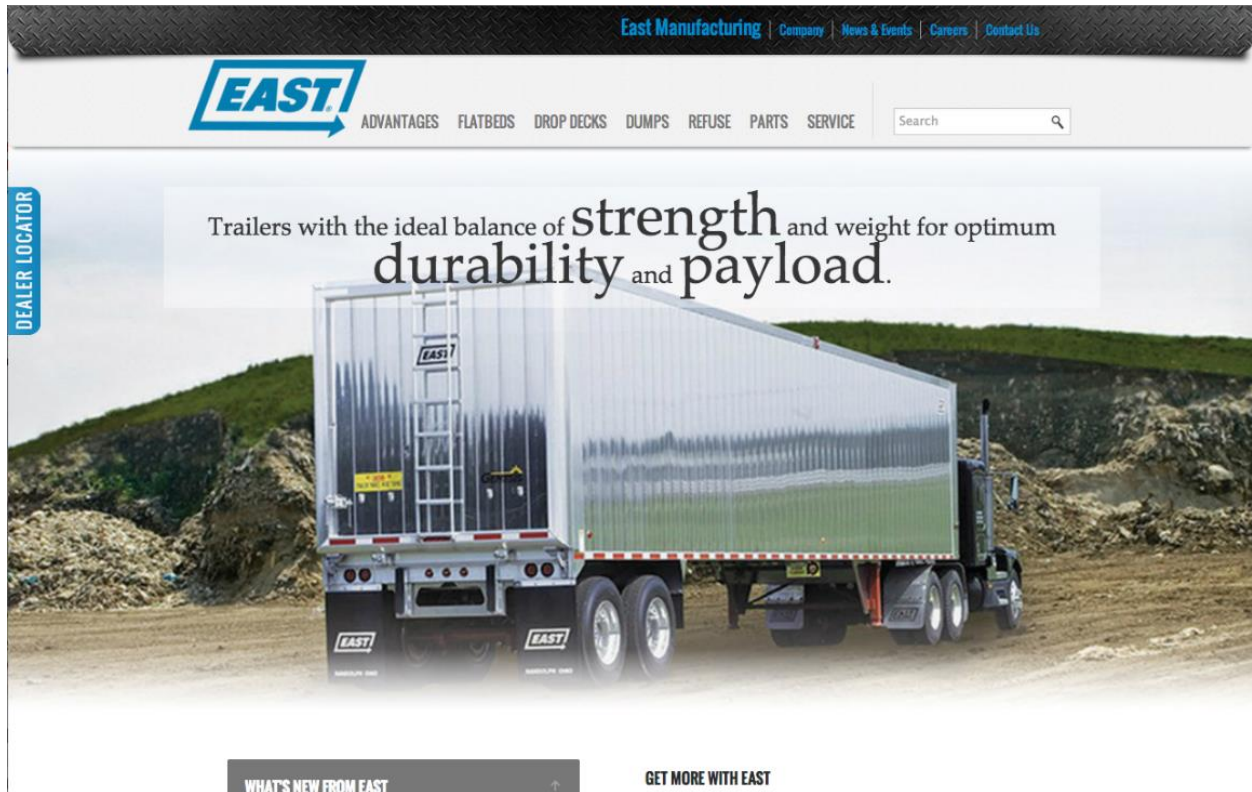
Design & Navigation

The new website is mobile optimized for smartphones and tablets, allowing access on the go and for visitors to obtain information anywhere. Simplified site navigation and enhanced search capability make it easier for visitors to find the appropriate trailer to suit a wide range of needs. Plus, the new website boasts a modern, colorful design.

The website’s user-friendly nature provides users with more efficient access to East trailer parts, service and warranty resources. Other website features include:

- Convenient form to request trailer information.
- News of East’s latest innovative and new products
- Employment portal access.
- East dealer locator.

The new website is yet another tool to strengthen East Manufacturing and East dealer relationships.



About East Manufacturing Corp.

East Manufacturing Corp. is a leading manufacturer of a full line of aluminum platform, dump and refuse trailers, and steel dump trailers and dump bodies, for the commercial vehicle, construction, agricultural and refuse markets. Headquartered in Randolph, Ohio, East has provided innovative standard and custom trailer products that deliver superior performance, strength and flexibility for over 45 years through its network of over 70 trailer dealer locations. Visit East Manufacturing at www.EastMfg.com.