

For Immediate Release

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Coburn Technologies Launches New and Improved Website

SOUTH WINDSOR, CT – Coburn Technologies, a leader in providing innovative, end-to-end customer solutions to the world's ophthalmic lens processing industries, announces the launch of the new and improved CoburnTechnologies.com website. This cutting edge website will provide visitors with a more custom and interactive experience for viewing Coburn Technologies' optical equipment, product videos, and the latest news.

A feature new to the website is the ability to chat with a Coburn Technologies representative. An eager and friendly customer service staff is readily available to answer any and all questions. Visitors may start a session on any page and continue their conversation if they navigate to another page on the website. At any time during the chat, the visitor has the ability to send the transcript to their email for future reference. The Chat feature also works on any mobile device or tablet. Customer Service staff will be available Monday thru Friday, 8am to 6pm Eastern Standard Time.

Included in the site enhancements is an improved structure with an enriched spacious layout, including intuitive navigation. Coburn Technologies' mobile friendly site gives the growing number of consumers using mobile devices and tablets an easier and more comprehensive way of interacting with the website. Site speed and load times have been enhanced to allow rapid communication with little to no wait time.

CoburnTechnologies.com includes a list of popular optical equipment from the former website, as well as a growing list of new products, which are continually added to the website. The site has been organized to provide quick and direct access to all of these products. If a user is not exactly sure what to look for, the newly developed site-wide search engine will help.

"Media" is filled with new press releases, archives and product videos created by Coburn Technologies. Coburn Technologies has been progressively adding new videos showcasing the use and features of its products. Coburn Technologies is committed to providing visitors with educational information for their business, helpful videos for customers currently using Coburn equipment, and much more.

Alex Incera, president of Coburn said, "We are excited to launch our new web site, and believe that the chat feature provides yet another vehicle to engage our customers. Customer service is important to us, and we can now offer our expertise through our new site."

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About Coburn Technologies

Coburn Technologies, (<http://www.coburntechnologies.com>), is a company continuing a 60 year tradition as a leading provider of integrated optical lens processing systems. Coburn manufactures and services a complete series of equipment, software and supplies used in surfacing prescriptions in lens blanks, coating lenses, and machining lenses to fit patient frames as well as distribution of refractory and patient diagnostic equipment. Coburn Technologies is American owned and globally headquartered in South Windsor, Connecticut USA.

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