

Chromalox Unveils New Web Site Emphasizing Custom Solutions and Engineering Expertise



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PITTSBURGH, PA — February, 2008 — Chromalox®, the world's largest manufacturer of electric heat and control products, recently unveiled a new web site (www.chromalox.com) that delivers increased functionality and makes it fast and easy for visitors to find and configure solutions based on their industry and application.

The site provides visitors with powerful tools for performing IEEE-compliant heat trace calculations; programming interface software for Chromalox controllers, and online calculators for heating requirement needs based on specific applications. The site also provides quick links to vertical market pages that focus on select industries, including Alternative Fuels Processing, Bio-Pharmaceutical, Commercial Food Equipment, Marine, Medical Equipment, Power Generation, Petrochemical and Transportation. Each page features an interactive application map that graphically highlights where and how Chromalox products are used in that industry. Visitors simply click on the product image for more information about each product line or category.

“We had two objectives with our site redesign: enable our customers to find what they need faster and increase access to the wealth of application expertise we have within our organization,” said Troy Dixon, Vice President of Marketing at Chromalox. “This site is a reflection of our commitment to deliver the best solutions with the best support.”

Additional features of the new site include:

- Application articles that highlight custom solutions and successes.
- Product selection by specification requirements
- Searchable database that allows visitors to easily locate a Chromalox representative.
- Third-party approval listings and manufacturing certifications.
- Enhanced site search functions that allow visitors to search the over one million products in the Chromalox catalog
- Advanced infrastructure that increases the overall speed and reliability of the site.

For more information, go to www.chromalox.com or contact Chromalox at:

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About Chromalox, Inc.

For more than 90 years, customers have relied on Chromalox for the utmost in quality and innovative solutions for industrial heating applications. Chromalox manufactures the world's largest and broadest line of electric heat and control products, including heating components, immersion heaters, circulation systems, heat transfer systems, boilers, industrial and comfort air heating, heat trace cables, sensors and precision electronic controls. With multiple manufacturing, engineering, warehousing and sales locations throughout North America and Europe, Chromalox is a global supplier providing the highest level of customer support. Chromalox is headquartered in Pittsburgh, PA.

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