



## *Testimonial: MAPAL*

There is no denying the importance a strong presence on the Internet plays in today's business world. As a Product and Distribution Manager for a subsidiary of a global German cutting tool company, I was given the task of developing a website specific to the United States marketplace. After listening to several presentations and meeting with different prospective web development companies, we decided to work with Ashby Dillon Marketing.

They initially earned the opportunity to develop our website based on a well-organized presentation that hit on all of our critical needs, proving a strong understanding of the process of web development through experience. In addition, after our initial meeting, we explored the sites they had developed for other companies and found them to be powerful and effective. Ashby Dillon demonstrated the ability to combine strong site functionality with clever and effective marketing in a way that could only be realized by a company that has a high level of competency in both web development and marketing. After working with them, I can tell you our initial impression was correct.

MAPAL Inc. could not have been happier with the process, the product and the service Ashby Dillon delivered after the project was completed. As a subsidiary of a German parent company, we had very strict limitations with regards to the deployment of our corporate image. Ashby Dillon was able to take this challenge and turn it into a positive, creating a dramatic website that enhanced our corporate identity while making it unique to our market.

The team we worked with at Ashby Dillon was responsive and open to our involvement in the development process. They truly make you part of a team that has everyone's fingerprint on the end product. They make sure you have the tools and background information necessary to take an active role in not only the development process, but also the future evolution of the site once it is developed.

We have launched our site to great reviews from our corporate headquarters, internal employees, distributors, customers and new visitors from around the world. The most immediate impact we've experienced has been in the form of new customers we have gained as a direct result of the improved exposure this new website has given our company. It is a site we are all very proud of.

If you cannot tell by now, I highly recommend Ashby Dillon for your website design and marketing needs. In fact, I am looking for new ways right now to work with this company after such a great experience. If you are seeking results, then look no further.

Best Regards,

*Jason Wells*

National Product Manager and Distribution Manager, MAPAL Inc.

