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FOR IMMEDIATE RELEASE
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Ambrell Unveils New Website to Provide Everything Customers Want to Know About Induction Heating

Website Also Includes Exclusive New Webinar Training to Help Optimize the Use of Induction Heating in Industrial Manufacturing Settings

Scottsville, NY (October 29, 2015) – Ambrell, providing the experts and products that manufacturing companies must have to use induction heating, announced today the unveiling of its redesigned website. The new website offers quick and easy access to helpful beginner to expert-level information about induction heating and all of the company's products, Applications Laboratory services, support services and more.

Incorporated into the new website is more content than can be found anywhere else on the web for topics on induction heating as applied to industrial production. On www.ambrell.com there is a library of hundreds of application notes and videos on induction heating processes.

Exclusive to new visitors, customers can sign up online for FREE testing of how induction heating can be used on their parts, a value-added service offering through the company's Applications Laboratory. As many industry veterans know, Ambrell has three (3) Applications Laboratories, located in the United States and Europe, that serve global customers by helping solve the most complex industrial heating problems including brazing, welding, soldering, heat treating, forming, melting and the list goes on-and-on.

Also new to the website is Ambrell's exclusive **PRO Skills™ Webinar Training** designed to help customers enhance their professional skills in the use of induction heating systems. The new PRO Skills Webinar Training gives customers access to virtual training that's convenient, easy-to-follow and interactive in a wide range of industry topics.

Ambrell employees stand behind the new website and have defined their personal commitment to customers. "Experience the Excellence," the company's new tagline, is embraced by everyone on the Ambrell team. President and CEO, Tony Mazzullo, commented on the tagline, "We take great pride in

our commitment to delight the customer with performance excellence in every interaction. It's our way of doing business, project after project." He continued, "The cumulative effect from these interactions allows us to deliver the best customer experience in the industry. And our new tagline brings together these important attributes of differentiation in one simple statement."

In addition, the website utilizes today's responsive design technology that provides ideal viewing on various web browsers and mobile devices such as tablets and smartphones. It has been designed for the person searching the web for content to help them optimize and improve complex manufacturing processes.

To view the new website, visit www.ambrell.com . For additional information call +1 585 889 9000.

About Ambrell

Founded in 1986, Ambrell is a global leader in the induction heating market renowned for its application and engineering expertise. Exceptional product quality and outstanding service and support are at the core of the company's commitment to provide the best customer experience in the industry. Ambrell is headquartered in the United States with operations in the United Kingdom, France and the Netherlands. All products are engineered and made at the company's manufacturing facility in the United States, which is ISO 9001:2008-certified. Over the last three decades Ambrell has expanded its global reach through an extensive OEM and distribution network and today has more than 10,000 systems installed in over 50 countries.

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