

Temperzone invests in online presence on both sides of the Tasman.



The launch of the new Temperzone.com.au and Hitachiaircon.com.au websites in the last week means that all the major Temperzone websites in Australia and New Zealand have been completely redesigned and rebuilt in the last few months. This substantial investment in online presence is recognition of the importance of the internet in today's world for both business to business and business to consumer communication. It is important to note that all of the sites are now built on flexible content management platforms that will ensure that the content is continually increased and updated.

In fact you can trace this process of online renewal back 18 months, to the launch of Temperzone News. You may be interested to know that the online magazine you are now reading is emailed to over 10,000 people in the Australian air conditioning industry every 2 months.

Without doubt the best way to get an idea of what the new websites offer is to visit each of them.

Temperzone.com.au and Hitachiaircon.com.au are both primarily consumer focused sites. In an indication of the strength of the Temperzone - Hitachi strategic alliance both sites present the combined domestic product range. The sites also use state of the art geo-location in their dealer locator and have a direct to dealer lead generation system.

Trade customers have not been forgotten with the introduction of Trade portal in the main Navigation bar of Temperzone.com.au. This takes you to a page with single click links to all of the Temperzone Trade related websites including Temperzone.biz, Temperzone news and the Hitachiaircon commercial site.

The Temperzone.biz website remains the primary source of technical information on all products distributed or manufactured by Temperzone. The new site which went live in early July has a completely revised structure and navigation. If you have found Temperzone.biz a bit hard to navigate around in the past you will be impressed with the new site. The navigation system now is very friendly with a comprehensive search capability in the product area. This makes finding technical information on any product a breeze.

Please note when you visit the new site for the first time you will need to renew your login registration as login details from the old site do not carry forward to the new one.

The New Zealand consumer site Temperzone.co.nz has also had a complete overhaul. This new site gives Temperzone NZ a contemporary and very user friendly web interface.

With universally available very high speed broadband just around the corner the importance of email and internet as the key communication and marketing medium will only increase. Temperzone have invested in online systems on both sides of the Tasman that will give greater flexibility and visibility to the Temperzone brands well into the future.