



Mathews Company Adds Service-Oriented Features to Ag Internet



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October 10, 2002 – Mathews Company, a leading agriculture and turf equipment manufacturer, has redesigned its agriculture Internet site, www.mathewscorporation.com, by giving it a fresh look and adding new service and product information for farmers.

"We designed the site to offer useful product information to our potential customers and provide service and reference materials that are important to our current customers," says Richard Zinke, general sales manager, Mathews Company. "For example, through the Internet we have the opportunity to offer customers quick and easy access to simple grain drying set-up and operational questions, regardless of the time of day or day of the week."

Among the new features on the site is the "Grain Drying Trouble Shooting Tips" page, where visitors will find a list of the most common set-up and operational challenges. Also, specification tables are available for each M-C product and model as a quick reference on dryer bushel-capacity or rotary scythe horsepower requirements.

The popular "News/Links" page has been updated with new industry links to government, weather, commodities and other Web sites containing pertinent information for farmers.

Another new characteristic is that Mathews Company's new home page features separate agriculture and turf/landscape links to those respective areas on the site. This new format allows Mathews Company to cater to turf and landscape professionals, while remaining dedicated to providing timely product and service information for farmers.

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