

Encon launches groundbreaking new web site at AFA FenceTech'10

Leading wholesale distributor, Encon Electronics is introducing its highly functional, user friendly web site www.enconelectronics.com at the AFA FenceTech show in Orlando, Florida on February 17-19, Booth 1509. The new site is a major step in Encon's ongoing goal to provide their customers with the most advanced and convenient resources in the industry. The primary objective behind this marketing endeavor was to provide 24 hour service and convenience to their customers.

According to Jeff Harris, Encon general manager, "We created this tool specifically for our dealers. The new site allows them to quote their customers at any time. They can instantly produce the latest pricing, cut sheets and manuals giving them a competitive edge in the bidding process. Dealers with laptops or smart phones will have answers at their fingertips at all times."

The new site offers an extensive list of features. First, customers are able to log into a special **Dealer Portal** 24 hours a day, 7 days a week. Once inside, users are able to create quotes and place orders. Plus, the unique design allows direct correspondence with Encon's technical experts. If you have questions about a product, order or job you can contact Encon via their toll-free number (Mon.-Fri. 7AM – 5PM PST) or by utilizing this easy to use portal.

Second, the majority of products in Encon's **huge inventory** can now be found on the site. Every product includes a detailed description, installation guidelines, dealer and list pricing, product manuals, wiring specifications and literature in PDF format. Having access to all this information in one location makes it easy to research products, to create orders or quotes and to prepare bids for potential jobs.

The **Compatible Accessories** section located at the bottom of each product page outlines up to five products that can be used with the featured product. This makes it easy to find relevant and related equipment and confirms which accessories are compatible with that particular product.

Once companies have established an online account with Encon, they can create quotes and orders directly on the site by using the **Shopping Cart**. This information will be stored in their Account History for future viewing. Plus, Encon customers can take advantage of the **Easy Reorder** feature which is ideal for jobs with similar specifications. Instead of creating an order from scratch, users can modify an existing one. The Easy Reorder features provides the flexibility to add or subtract product, change the PO or job name and save as a new quote or order.

Another innovative section found on the site is the cleverly named **Inside Joe's Brain** - a direct reference to industry veteran and Encon Sales Director, Joe Weber. Registered Encon dealers can click on this link to view product specifications, manuals, wiring diagrams, current and archive literature and most importantly, Weber's exclusive technical notes and installation recommendations.

The **Dealer Locator** feature allows end users to log on and find an authorized installation company just by entering an address or zip code and referring to a Google Map. Instead of searching the entire internet, end users can locate installation companies that offer the exact services they need in their local area.

Encon Marketing Manager, Vicki Jones, stated "We strived to develop a site that is easy to navigate and truly serves the needs of our customers. It is a huge improvement in both functionality and design. We are extremely excited about the launch and look forward to incorporating feedback from our customers."