

January 30, 2007

ifm efector website Wins Editor's Choice Award in IEN Magazine

ifm efector was awarded the Editor's Choice Award for outstanding website design in the January 2007 issue of IEN Magazine. The WebReview was sponsored by ThomasNet Industrial Newsroom who analyzed more than 30 industry-related websites.

ifm's overall rating was three stars, the highest rating possible. ifm efector was recognized by ThomasNet as "a single, guiding light of an example on how to do it right – one brighter than all the others. This site receives our Editor's Choice Award."

An excerpt from the commentary follows:

"This one's a winner combining a well done eCatalog, innovative Product Zoom (both are standard-setting design and implementation) and feature-rich shopping. Notable homepage features include Product Innovations, Helpful Tools, and Interactive Product Demonstrations, along with a direct link to product datasheets by part number. The site is built upon a strong product data foundation. Global users can access in multiple languages. Shop 'til you drop: save your favorites, quick-shop by part number, review purchase history, track orders. Applications offers industry solutions; Support has a technical glossary."