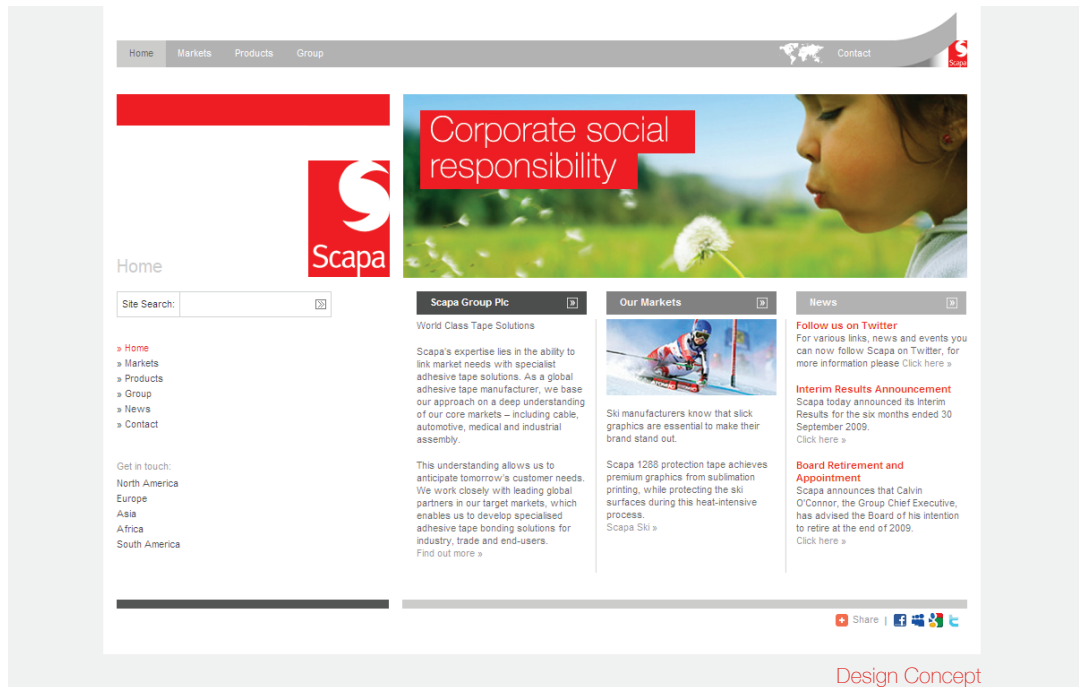


# New Global Scapa Website

Launching 8<sup>th</sup> April 2010

As part of the One Scapa programme, Marketing are currently completing a new global Scapa website that will replace the regional and market focused sites we currently have.



## Key Improvements

### One Website

Customers only have to visit one location to access all information about Scapa, simplifying their experience. This reduces the amount of internal resource required: Andrew McArdle Booker will now manage the new global website.

### Navigation

The new website will now include drop down menus to make navigation through the site quicker and easier. We will also increase the internal links between markets, products and the product database (TapeFinder).

### Search Engine Optimisation (SEO)

We will optimise every page on the website to improve our search engine ranking for key market and products phrases.

### Global eShot Facility

The new eShot system allows us to organise targeted marketing campaigns, track and measure success.

### Customer Data Capturing

We are simplifying our contact and registration forms, with customer data being captured, sent to CRM and used for future marketing campaigns.

### Languages

Once the new site has been completed in English, we will arrange to have it translated in to other languages. This will also include regional SEO and increase links from these countries to the website.

### MSDS

Where available we include MSDS's within the product search function alongside the technical datasheets.

If you have any questions regarding the new website, please contact the marketing team at [marketing@scapa.com](mailto:marketing@scapa.com)

Marketing Communications Team

