

## Innovation in Any Language

### *Smalley's New French-Language Website Streamlines Design Solutions*

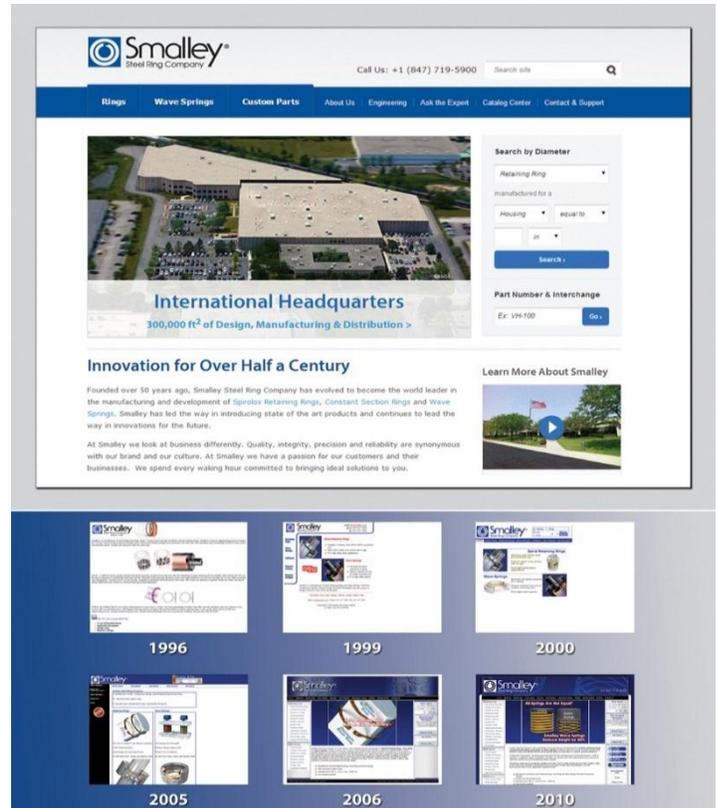
September 8, 2014

Lake Zurich, IL — For years, engineers in a wide range of industries have relied on Smalley for design solutions. With the recent launch of their updated website, Smalley's vast database of Retaining Rings, Constant Section Rings, and Wave Springs went online, offering instant interactive access to customized technology for a myriad of applications from aerospace and automotive, to oil & gas and medical.

But until recently, the site was only available in English. To the company's growing European client base, any time saved searching was – literally – lost in translation.

That's why Smalley has just launched a fully functional French version of [www.smalley.com](http://www.smalley.com), to afford French engineers the capability of interfacing with the site's interactive design functions in their own language. "The product detail pages provide engineers with the ability not only to request samples, CAD models, or quotes, but to customize a standard part with ease," says Fabrice Jeannin, Managing Director, Smalley Europe, "and now, with our French-language site, French engineers and buyers can get the answers they need in real time."

The Smalley site also features embedded [corporate](#), [engineering](#), and [technical](#) videos that highlight the company's 50+ year commitment to customers, showcase their manufacturing capabilities, and share critical hands-on, how-to information, all of which have been subtitled for a French-speaking audience. "Since we're expanding our presence in France, it only made sense to create a French-language version to support our customer base," Jeannin adds. "Now that the French site is up and running, it couldn't be easier for French design engineering professionals in search of a ring or spring





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solution to find exactly what they're looking for with the accuracy and immediacy that our American clients have relied on for years."

*Smalley Steel Ring Company meets international standards of excellence, including ISO 9001, ISO/TS16949, AS9100, and ISO 14001. Their world headquarters and manufacturing facility is located in Lake Zurich, Illinois, northwest of Chicago. To find out about breaking product developments, subscribe to Smalley's new quarterly newsletter, follow them at your favorite Social Media outlet, or visit: [www.smalley.com](http://www.smalley.com).*