

## Innovation in Any Language

### Smalley's New Chinese-Language Website Streamlines Design Solutions

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Lake Zurich, IL —

To welcome in the year of the Goat, we're pleased to announce the launch of our Chinese website: [www.smalley.com/cn](http://www.smalley.com/cn).

For years, engineers in a wide range of industries have relied on Smalley for design solutions. With the launch of our Mandarin website, Smalley's industry leading innovation and selection of Retaining Rings, Constant Section Rings, and Wave Springs is now available to Chinese engineers. Smalley's history of success in a developing customized solutions for a myriad of applications from aerospace and automotive, to oil & gas and medical is now at your fingertips.

With a growing presence in China, Smalley's launch affords Chinese 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 Helen Zhang, the General Manager of Smalley China, "and now, with our Mandarin-language site, Chinese 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 China, it only made sense to create a Mandarin version to support our customer base," Zhang adds. "Now that the Mandarin site is up and running, it couldn't be easier for Chinese design engineering professionals in search of a ring or spring 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).*

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