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FOR IMMEDIATE RELEASE

TRICO LAUNCHES NEW INTERACTIVE WEBSITE

PEWAUKEE, WIS. - August 4, 2010 – Trico Corporation recently launched a new interactive website in response to greater demand for online lubrication management resources, according to Frances Honeycutt, Marketing Manager at Trico.

“The site will serve as a go-to resource for our customers and is designed to enhance their online experience,” Honeycutt said. “We strive to provide complete access to the services, products and training our customers need – around the clock. Whether it’s through the new website, customer service representatives or sales team we offer immediate response and quick access to the information they’re looking for.”

The new website features an e-commerce section which will allow users to search by product name or number and add products to their shopping cart and purchase online. It will also provide access to online reliability tools such as: product installation and application videos, case studies, industry articles, Prescription News – the company’s monthly newsletter, MSDS sheets, instruction sheets, technical bulletins, and product literature.

Trico Corporation is a leader in total lubrication management services and products that focus on increasing industrial asset performance and reliability. The company offers assessments for lubrication management programs, equipment audits, training, and a complete line of high-performance lubrication products. Trico’s mission is to build industrial lubrication customers for life and be the worldwide leader in lubrication management solutions.

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