



# News Release

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## **IEWC ANNOUNCES LAUNCH OF WEBSITE AS PART OF DIGITAL TRANSFORMATION PROJECT**

*Milwaukee, Wisconsin* – IEWC is pleased to announce the launch of an improved IEWC.com, the first step in the company's newly initiated digital transformation effort aimed at closing the gap between IEWC's traditional customer service and online experiences.

The new IEWC.com focuses on providing more robust product information for IEWC customers and features improved product searchability and filtering capabilities. Whether a user is utilizing the improved search box or drilling down with the site's robust filtering tools, IEWC.com's new functionality ensures that customers can easily identify a specific IEWC or manufacturer part number without ever having to pick up the phone.

"Our focus has really been on building a digital experience that addresses the concerns and needs of our customers," stated Jeff Sleik, IEWC's Marketing Communications Manager. "We designed the entire system from the ground up to ensure that as the needs of our customers continue to change, our system can easily scale to meet those needs."

Joe Crum, IEWC Chief Information Officer/Chief Marketing Officer commented, "The launch of IEWC.com is really just the beginning of a much larger effort to transform IEWC into a digital-focused company, while still retaining the traditional service methods that our customers have come to love and expect. Over the coming years we will be rolling out numerous new web features including eCommerce, real-time pricing, stock availability and multi-language content. At the end of the day, we simply want to serve our customers the way they want to be served, and digital functionality is a large piece of that puzzle."

The launch of IEWC.com consists of 6 unique sites that will serve IEWC customers around the globe. Content will be updated on a regular-basis including weekly product additions, news and other industry-specific information.

**\*\*\* [VIEW THE OFFICIAL IEWC.COM LAUNCH VIDEO](#) \*\*\***

For additional information please contact Joe Crum, IEWC Chief Information Officer / Chief Marketing Officer at 262.957.1118 or via e-mail at [jcrum@iewc.com](mailto:jcrum@iewc.com).

**About IEWC - ([www.iewc.com](http://www.iewc.com))**

IEWC is a premier global provider of total connectivity solutions for sub-assemblers, OEMs and the broadcast and communications industries with distribution centers strategically located throughout the world.