

Midwest International is a leading global manufacturer of dust-free loading applications for major corporate agriculture, transportation and grain merchandising companies. Designed for easy installation, Midwest's pre-engineered modules allow plant or consulting engineers to "build" stand-alone bulk load-out stations or complete loading systems using interchangeable modules. Midwest's website and management applications required a reinvestment strategy that provided for improved web design, interactivity, lead generation management and search engine optimization to help facilitate continued international growth.



MidwestInternational.com

The Leading Global Manufacturer of Dust-Free Loading Spouts & Transport Modules



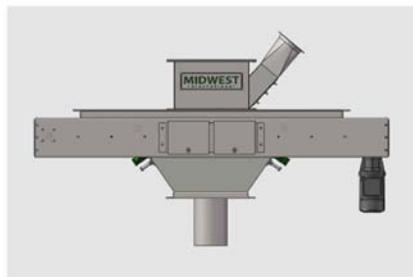
With over 45 years of experience in design & manufacturing, Midwest has developed an extensive modular product line that guarantees ease of maintenance, increased performance and spout longevity. Web visitors can now easily view Midwest's products directly through the navigation menus, providing a simplified user experience and segmented product list.

Branded Design



In an effort to reflect the Midwest brand, the new website was designed to provide both a simplified user interface and streamlined customer service experience. The simplified interface design showcases a clean layout that helps to make a quick impression that implies ease and is reflective of Midwest's modular approach toward bulk loading spout design.

Product Presentation



A central requirement in facilitating an effective sales process is to provide customers with information to make informed purchase decisions. In this case, engineers responsible for product implementation now have access to product resources including CAD drawings, Specs, and Product Gallery Images to determine which products will best meet their needs.

International Sales



Midwest has secured contracts with some of the largest companies in the world including BP, Exxon, Kraft Foods, Anheuser Busch, Proctor & Gamble, Dow Chemical, Dupont and Cargill. To provide potential customers with quick international sales representative resources, a global map was integrated to identify basic contact & service area information.

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