

Rocklin Manufacturing Co., incorporated in 1934, is an established manufacturer of industrial electronic equipment. The Rocklinizer and the Rocklin MoldMender Micro Welder are built in Sioux City, Iowa, USA and marketed worldwide through agents, representatives and distributors. Rocklin also offers a line of quality parts and accessories to provide even greater benefits from the two main product lines in addition to outstanding customer service for their clients - working to help maximize their productivity while also reducing overall costs.



[RocklinMFG.com](http://RocklinMFG.com)

## Rocklin Manufacturing Co. Providing Quality Industrial Electronic Equipment Since 1934



To fully present an online user with Rocklin's entire range of products & applications AdEasel integrated a rotating spotlight feature for the homepage. In addition to providing visual reinforcement of key product features and benefits the banners help to segment users based on their needs and drives them toward sales oriented content where they can submit requests via email or call to speak with a salesperson.

### Lead Generation



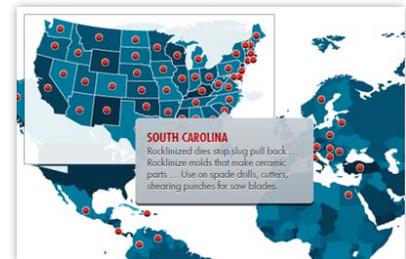
One of our main goals with the redesign of Rocklin's new website was to increase online lead generation and to create a user experience similar to that of a full-scale ecommerce site. Upon entry to the site Rocklin's products are displayed front & center and internal pages feature action oriented buttons, frequently ordered parts and videos.

### Company History



Since 1934 Rocklin has been providing quality American made electronic equipment to its industrial manufacturing customers across the US and the globe. Their knowledge and expertise has helped them to develop products that their customers rely on to get the job done quickly, safely and efficiently. This proud history is reinforced in many areas of the site.

### International Sales



As Rocklin's business has grown and customers from across the world have been introduced to their products Rocklin has actively sought to increase their international sales & distribution channels. To help facilitate this growth AdEasel developed an International Sales section to promote their global reach and to provide downloadable sales materials.

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