



Adrian Steel Launches New Website
Enhanced Resources for Cargo Management Solution Customers

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Adrian, MI – The newly designed Web site for Adrian Steel has gone live. AdrianSteel.com delivers a modern look for its customers with ease-of-use navigation, while continuing to provide products and programs with exceptional value its customers have come to expect.

This new web site demonstrates the forward-thinking vision of Adrian Steel and its commitment to the growing needs of its customers. The new website incorporates a well-organized navigation based around product categories that also allows for direct access to its many products and programs.

Adrian Steel offers cargo management solutions for commercial vehicles, including:

- ① Cargo Vans: including van shelving, van equipment, van ladder racks, partitions, drawer units, tank storage, ladder keepers, interior trade packages
- ① Pickup Trucks: tool boxes, underbody boxes, ladder racks and trade packages
- ① Cargo Trailers: trailer ladder racks, adjustable shelving, drawer units,
- ① Walk-In Vans: ladder keepers, file storage, adjustable shelving

"We are extremely excited about our new web site," said Todd Goldmeyer, "It is all about the customer's experience. We want them to visit a well organized site with access to product and program information our customers expect to find when determining the best cargo management solution for their commercial vehicle.

The new web site has a number of new features. A new distributor locator utilizes Google Maps, allowing customers to find the nearest distributor for any product very quickly. Customers can also find distributor's hours of operation, a link to their website and even images of their facility. Each product page has detailed information that can be printed off and/or emailed as a PDF to request pricing and availability from their local distributor. The product video section utilizes YouTube imbedded how-to and product demonstration videos so the customer can see the product in action. Visitors can check out the photo gallery of custom upfits and can view or submit customer testimonials.

The site also provides detailed information about the programs offered in North American by the OEMs that Adrian Steel customers can utilize to get a basic free upfit or trade specific upfit at a reduced cost. Conditions apply for each manufacturer; all details are listed on AdrianSteel.com.

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About Adrian Steel

From its beginning in 1953 as a small structural steel warehouse with four employees, the Adrian Steel Company has grown to become a leader in the van and truck equipment industry. Located in Adrian, Michigan, our manufacturing facility now encompasses 166,900 square feet with over 300 employees. Adrian Steel is committed to providing quality products highlighted by constant innovation. Adrian Steel's attention to detail and customers is thorough; it began through the corporate values instilled by founder Bob Westfall, University of Michigan All-American and Detroit Lion All-Pro football standout. Those values instilled a team effort to provide customers with value-added products and services that have become the standard of our industry.