

Press release

New European website for Mitsubishi Electric

Mitsubishi sees new website as an important landmark in the development of its European professional displays business

Mitsubishi Electric has launched a new pan-European website for its professional display products. Following organisational changes earlier this year that saw the company's professional display business centralised in the Netherlands, the new website reflects Mitsubishi's continuing focus on improved efficiency and customer service.

UK marketing manager, Carla Quartley, said "The new website is really the tip of the iceberg in terms of the work that's being done to bring a more unified approach to our EMEA business."

So far this year, the company has revamped its pan-European marketing strategies, launched a number of virtual European product group teams to make the most of branch staff expertise across the region and created a central pan-European warehouse to ensure a more rapid response to customer needs. "Europe is a vital market for Mitsubishi," comments Carla Quartley, "Having a single point of contact through our new website will make it much easier for us to engage with customers across Europe and the Middle East. For example, it's now possible to see every EMEA exhibition that we'll be exhibiting at on a single Events page."

Centralising the displays business in Europe has enabled Mitsubishi to better capitalise on the considerable knowledge and experience within its own organisation. Deputy product marketing director for Europe, AC ter Meulen, commented, "I think we are now in a position to challenge the EMEA zone in a much better way than we did in the past. The individual offices have excellent business skills, but what we've done is to refine the way that services are delivered across the region as a whole. We still have seven individual branches operating within their own territories, delivering local expertise, but now we have a much better developed overall EMEA framework to help push the business forward."

The new site - <http://displays.mitsubishielectric.eu/>- contains detailed product information on all Mitsubishi professional display products, event listings, technical guides, and much more. Visitors from any of the 25 European countries served by Mitsubishi Electric Europe can access their local office details directly from the site. Mitsubishi is also inviting site visitors to sign-up to its free email newsletter service for news of product developments and special offers.

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