



**Shermco Industries**

**One Line. One Company.**

**FOR IMMEDIATE RELEASE**

May 10, 2013

Contact: Sandy Bell

972-800-1745

sandybell@sbellinc.com

### **Shermco Industries launches new website**

DALLAS – Ron Widup, Shermco Industries CEO, announced today that the company has rolled out a brand new website.

“We are excited to unveil this new website, as it effectively conveys Shermco Industries’ diverse product and service offerings,” said Widup. “Because Shermco is a one-stop destination for such a wide variety of electrical power equipment, whether it is rotating machinery such as motors and generators or electrical power distribution equipment from substations to circuit breakers, our electrical maintenance, remanufacturing, engineering and training services are highlighted in the site. It was important that we have a site that reflects that wide breadth of services and also provides an engaging user experience that inspires prospective customers to contact a Shermco Industries sales representative in person, by telephone, or through an email website-based form submission.”

Widup went on to explain that the new site’s intuitive content management system makes website editing and updating easy. He urges the industry to stay tuned for frequent content updates including press releases, articles, videos, white papers and training class schedules.

“We can’t be happier with the new look, internal and external usability and the fact that our site is compliant with current search engine indexing and mobile viewing requirements. It makes implementing future online marketing initiatives much easier.”

#### **ABOUT SHERMCO**

Shermco Industries is a provider of safe, reliable testing, repair, professional training, maintenance and analysis of rotating apparatus and electrical power distribution systems and related equipment for the light, medium, and heavy industrial base nationwide. Founded in 1974 in Dallas, the company is comprised of two strategic business units; the Machine Services Division and the Engineering Services Division. With a corporate location in Irving, Texas, a sales office in Brussels and service centers in Austin, Cedar Rapids, Des Moines, Houston, San Antonio, Sweetwater, and Tulsa, Shermco Industries has over 440 full-time employees. The company is a member in good standing with the Electrical Apparatus Service Association, American Wind Energy Association, Professional Electrical Apparatus Recyclers League, and the InterNational Electrical Testing Association. For more information about Shermco Industries, visit [www.shermco.com](http://www.shermco.com).

###