

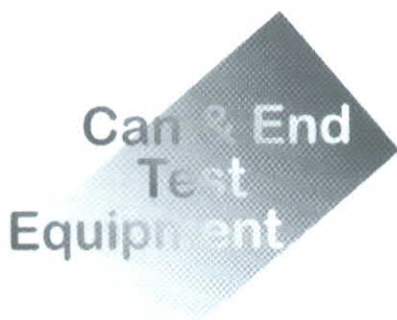
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CANMAKING ON THE WEB

The website of Israel-based inspection system specialist Quality by Vision provides visitors with a detailed look at its entire product range. Daniel Searle logs on



Website: www.qbyv.com

Top executives: Benny LaOr, general manager; Tom Verschure, general manager, Europe; William Geller, general manager, North America.

Business description: The company specialises in quality and process control systems for the canning and canmaking industries, with focus on seam analysis. Its product portfolio also includes gauges for measuring other can features and dimensions, and saws for cutting into seams prior to analysis.

Key products: The SEAMetal HD is the third and latest generation of the company's SEAMetal seam inspection system, which was originally launched in 1993. The Clearance Gauge, a seamer setup and maintenance tool, is designed to monitor and also improve the quality of double seams, and can reduce seamer downtime and produce better seaming and quicker changeovers, says the company. The SEAM360 system is an in-line system that provides a 360-degree view of the double seam using non-destructive laser technology, allowing users to detect problems including wrinkles, seam bumps, broken bearings, and skids.

Headquarters: Yokneam Elite, Israel.

Employees: 30 employees in three international offices with additional representatives, sales agents, distributors and service engineers around the world.

Website developed: Originally designed in 1998, and redesigned recently.

Profile: The top menu provides links to the main sections of the site, below which are links to the main product sectors covered by the company. The homepage then introduces Quality by Vision's business with a short text, as well as giving details of trade shows recently attended by the company, a link to a timeline detailing the history of cans, a news feed, and links to the company's seam saw product sectors.

The main section of the site is the thorough overview of all Quality by Vision's products.

Each product sector, including food, beverage and aerosol cans, is introduced with a full list of products and services. The individual products are then comprehensively explained, with a combination of descriptions, lists of key benefits and features, technical specifications, downloadable brochures, and images and videos of the units in use. Elsewhere, the site informs visitors of a selection of some of the company's customers, including Crown Holdings, Ball, and Silgan Containers. An interactive world map shows the locations and contact details of Quality by Vision's offices and independent distributors across six continents, accompanied by a reference list of the countries covered.

Greatest challenge: "The greatest challenge was developing a website that would be both visually attractive, and intuitive and easy to navigate," says technical director Ofer LaOr.

Emphasis: "The emphasis of the new design is easier access to our products and services," says LaOr. "Many of our customers were not always aware of our full range of products as well as recent product developments. The new design will make it easier for customers to find their way through the wide product range."

Lessons learnt online: "When we originally developed the site, most can companies were not yet web savvy," says LaOr. "During the last few years, this has changed dramatically with more and more companies using the internet for research, locating new equipment suppliers and improving their process. This requires companies like ours to provide as much information as possible to more demanding and knowledgeable users."

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