

Press release

## LATI Industria Termoplastici launches new website

Vedano Olona (VA), 9 June 2020 – LATI Industria Termoplastici S.p.A. enhances its digital presence with a new website.

Besides addressing the need to update languages and web codes, LATI's new website aims to be the end user's gateway into its whole corporate universe. The web content has been updated and increased to offer new points of contact between LATI and the world of industry.

Developers and designers have worked specifically to give users an easier and more flexible browsing experience; the content can be accessed from any type of device and in the language of the user's choice. Indeed, the multi-language function has been retained to allow the localisation of news stories and the creation of new web pages to ensure that users worldwide can understand the content.

The launch of the new website is part of an ongoing process of corporate evolution that sees LATI embracing the needs – and the opportunities – of digitalisation. The new website, a project that strengthens the digital presence of the LATI brand, is also a strategic move that will help the company to meet the challenges of the current historical moment, and counter any impact it might have on business growth.

“Given today's increasingly digital world, not to mention the current situation, which is encouraging remote interactions, having an efficient website is fundamental to successful communication, also in the B2B setting,” remarks CEO Michela Conterno. “Visitors to the new website will be given an all-round view of LATI, and will be able to find preliminary responses to technical questions regarding materials and applications. Nevertheless, I wish to stress that behind the website, the entire LATI team, in the flesh, will always be ready and available to offer support.”

To discover the new web content and LATI's new digital look, go to: <http://lati.com/>