



**Sensigraphics Inc.**

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## **FOR IMMEDIATE RELEASE**

# **Sensigraphics Introduces New Website, Branding and Expanded Business Focus**

*Sensigraphics Inc., a leading manufacturer of membrane switches, touch screens and graphic overlays, now has a new website (<http://www.sensigraphics.com>), blog and expanded social media presence, along with a new logo, all to support its business growth.*

Mt. Laurel, NJ (PRWeb) Nov 29, 2011 - Sensigraphics, a leading manufacturer of [membrane switches](#), touch screens, and graphic overlays announces a rebranding and new online presence in support of its expanded business focus. Sensigraphics will provide better information about its products and services and better communications with customers via its new website (<http://www.sensigraphics.com>) and improved visibility on social media exchanges like Twitter, LinkedIn, YouTube and Facebook. Another new feature is the [TouchPoints Blog](#), featuring information on product innovations, design/engineering services and industry commentary. The rebranding includes the new Sensigraphics logo and color scheme.

“Though we’ve been in business since 1994, 2011 has been a year of change and expansion for Sensigraphics. We relocated to a larger and upgraded facility early this year. We’ve also made many improvements to our company in the past few years, and felt that our brand and logo needed to evolve with us to reflect the innovative, lean, and customer oriented culture of Sensigraphics,” stated Hal Gilham, Sensigraphics CEO. “Furthermore, we’ve expanded our business offerings with an increased focus on touch screens, an important and growing segment of our business.”



Headquartered in Mt. Laurel, NJ and established in 1994, Sensigraphics is an industry leading custom manufacturer/supplier of membrane switches, [graphic overlays](#), control panels, keypads, and [touch screens](#). Sensigraphics provides top notch in-house design, engineering and prototyping services to support customers in contract manufacturing for their products and projects. Sensigraphics is part of the Productive group of companies, which includes Productive Plastics, a custom heavy gauge thermoforming manufacturer and Productive Industrial Finishing, which provides industrial finishing solutions for spray and powder coating applications.

For more information, please visit [www.sensigraphics.com](http://www.sensigraphics.com) or call 856-853-9100.

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