

For Immediate Release

Boldwerks Builds Out Extensive Website for Emuge

High Performance Tool Industry Leader Looks for Engaging Web Presence with Inclusion of a 100,000+ Product Database

Portsmouth, NH- Boldwerks; a creative marketing agency in Portsmouth, NH, was recently tapped by Germany (and Massachusetts) based high performance tool maker, [Emuge](#).

The website, which is lively, colorful, and engaging on the surface, also incorporates an industry groundbreaking addition - a complex backend database allowing distributors and consumers to easily search and navigate through the organizations extensive 100,000+ piece product database - delivering product specs, imagery, and purchase information at the click of a button.

"We are really proud of the newly renovated Emuge website," said Emuge Information Systems Manager, Derek Belanger. "It represents a lot of work and a healthy blend of intellectual and creative thinking. Building a website is a product and a service. To recognize why this is important, think of the project as a trip in an automobile. Many vehicles can get you where you want to go. Some can't. Of the vehicles that could possibly reach your destination, would you be happy with every one of them? Probably not. Boldwerks will get you where you want to go and make getting there an enjoyable trip. I felt like this was accomplished most powerfully by their patient enthusiasm and willingness to communicate. Building a sophisticated website is a lot of work for everyone - the customer and the developer. This means you have to work together – a lot. It was really great working with Boldwerks. There is no greater quality than this."

"Making product details for their vast catalogue accessible for distributors as well as end consumers was something that before required 1,000 page catalogues to convey," said Boldwerks' co-founder and Creative Director, Matthias Roberge. "We were able to revolutionize the industry by crafting a database that is able to be easily digested online. The Emuge project was one of the most challenging sites we've had to build out, and as it stands, is a real highlight of my career."

About Emuge:

Headquartered in Germany, Emuge is a worldwide corporation manufacturing the best in high-performance machining industry tools for over 80 years. In short, Emuge makes a comprehensive set of the highest performing tools in the metalworking industry. Their North American facilities are located in a state-of-the-art technology center in West Boylston, MA, where they continually build upon their vast experience working with a wide range of environments from one off job shops, and niche industries such as dental,

wind energy, impellers, etc. – to high-volume machining centers. Emuge works with clients to meet specific machining requirements and goals.

About Boldwerks:

Founded in 2009, Boldwerks is an award-winning creative services agency whose principals are responsible for decades of successful marketing campaigns, highly regarded website development, and groundbreaking design work. Boldwerks provides services for a wide spectrum of industries, including client pool engaged in emerging technology, healthcare, financial services, and ecommerce.

For more information visit: www.boldwerks.com or call 603.436.2065.

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