

# FRANKLIN AID



Franklin Electric



Franklin Application/Installation Data (AID) ... For The Professional Driller-Installer

Vol. 18, No. 2, March/April 2000

## www.franklin-electric.com

Recently Franklin Electric's Submersible Division celebrated the second anniversary of our web presence. Instead of cooling our heels with cake and punch, though, we barely noticed that milestone come and go. We have been busy over the past weeks and months, working hard to improve our site to make it more functional and user-friendly. In this issue of Franklin AID, we would like to highlight some of the changes we have already made and others we have planned for the near future. If you haven't visited Franklin's website recently, we hope you will log on now. You will likely be surprised at how much has changed!

### New Address

You have probably already noticed our new web address. We registered the domain **www.franklin-electric.com** after it recently came available. We think this is more intuitive and easier to remember than the **www.franklinelect.com** we had been using. If you've already bookmarked the old address, however, there is no need to change it. You can use *either* address to get to the Franklin Electric web site.



elements, such as headers and footers, graphics, and navigation tools. Take a look at the screen images on this page, or at the site itself, to see the result.

### More Information

We've already added our product catalog, back issues of Franklin AID, seminar information and online registration, and improved service shop information (including maps!). Coming soon are an updated AIM Manual, locator maps for our Field Service and Field Sales Engineers, warehouse locations, a trade show schedule, and more technical service information. Keep checking for new information!

### New Look

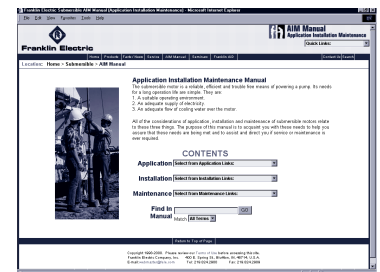
Giving each page of Franklin's web site a continuous look and feel is important to us. We've come a long way toward accomplishing that goal by giving the pages some common



Consequently, we added more buttons, navigation bars, quick links, and a site search to help you find your way around.

### Improved AIM Manual

We know our Application Installation Maintenance Manual is an important tool for you. That's why we've been working hard to improve our online version. We recently added a web-enhanced table of contents and a search function to the manual, and an updated, web-enhanced version of the manual itself is soon to follow.



### Online Seminar Registration

By now you should have received an invitation to our submersible seminars in the mail. If so, you probably also noticed that we have provided all the location and registration information online. Now you can register for our free seminars online, as well as by fax, telephone, or mail.

### Better Navigation

We realized when we began working on this project that we needed to make it easier for users to move around and find information within our site.