

Coghlin Companies Web Site Undergoes Major Update

Coghlin Companies website update improved the layout and graphic design while making the overall site more client persona driven



Clients use Coghlin Companies to minimize time-to-market, preserve capital, be scalable, reduce manufacturing costs and to focus on their own core competencies.

Online PR News – 21-July-2011 –Coghlin Companies has just released the latest version of their website, <http://www.CoghlinCompanies.com> . The website update, which was designed and programmed by Applied Interactive, improved the layout and graphic design while making the overall site more client persona driven. Visiting the website, the first thing to be noticed is the completely redesigned homepage which is more personable and engaging. The header enables visitors to choose between Coghlin Company’s subsidiaries easily understanding what each subsidiary specializes in.

“The clean modern design elements and simplified layout enables the updated site to be far more engaging.” said Steven Rothschild, CEO of Applied Interactive. “Coghlin Companies is a great company that provides [prototyping](#), [engineering](#), and [contract manufacturing](#) of capital equipment, automation equipment, homeland security products, medical devices and more. Effectively conveying that for Coghlin Companies to their potential clients was the most important service we could provide.”

The new lay-out offers improved site navigation that allows visitors to find the information that they are looking for fast. Related article links on each page help visitors navigate through the information pertaining to their interests without getting lost. The improved graphic design and increased photo content provides extensive examples of all the amazing things that Coghlin Companies provides for its clients.

One of the best ways to learn more about Coghlin Companies is reading about the success of Coghlin Companies’ clients. The improved ‘Case Study’ section shows eight successful Concept to Commercialization stories about companies who leveraged Coghlin Companies competencies. The stories include start ups to Fortune 500 companies and all segments in between. The new site also features new types of media content such as video and white papers for specific processes and products.

About Coghlin Companies, Inc.

Coghlin Companies, Inc. is a privately held company specializing in helping companies cost effectively improve their time-to-market. Based in Worcester, Massachusetts, Coghlin Companies spans four generations representing more than 126 years of manufacturing experience and leadership. Subsidiaries include: Columbia Tech, which provides turnkey manufacturing services to a diverse customer base, including OEMs in the telecommunication, semiconductor, machine tool, medical device, alternative energy, data storage, and automation systems and controls industries; DCI Engineering, an engineering design services company; and

Cogmedix, an FDA compliant clinical and medical device contract manufacturer. For more information, please visit www.coghlincompanies.com.

About Applied Interactive

Applied Interactive builds and then operates e-commerce specialty stores. AI is a customer and strategic partner for unique manufacturers and distributors around the world and offers those manufacturers and distributors a sales channel of unprecedented size and efficiency. Competitive advantage is gained using best practices and common technology platforms on Applied Interactive's brands to achieve lower cost of operation, superior management, and an enhanced ability to grow. Applied Interactive CEO Steven Rothschild can be reached at 508.657.8600 Ext 1000 or emailed at SRothschild@AppliedInteractive.com.