Digi-Key Corporation Launches New Fully Translated, Integrated Website for Mexico

Friday, November 11, 2011 - THIEF RIVER FALLS, Minn., USA – Electronic components distributor Digi-Key Corporation today launched its fully-translated, fully-integrated website for Mexico.

“Digi-Key’s mission has always included giving customers a truly unique, valuable experience whether they are speaking with a customer service representative or navigating our number-one-rated website,” said Mark Larson, Digi-Key’s president and COO. “The addition of our fully-translated Mexico website is another extension of that mission. We believe our customers in Mexico will find their country-specific Digi-Key website to be a comprehensive tool for their designing and purchasing needs.”

The new Mexico website can be viewed in both Spanish and English. Customers placing orders using the Mexico website may do so only in US currency.

Digi-Key’s Mexico website will provide many of the same features found on the US website including:

• An English/Spanish language toggle option
• Access to Digi-Key’s expansive PDF and interactive catalogs
• Digi-Key’s exclusive Bill of Materials (BOM) Manager
• The Digi-Key Toolbar
• Access to Digi-Key’s library of PTM product training modules
• Technology-specific TechZoneSM technology zones
• A redesigned homepage that makes it easy to search the website

“In order for Digi-Key to truly be a global distributor, we need to meet our customers’ needs where they are,” Larson said. “Enhancing our online presence by creating custom global websites allows Digi-Key to provide excellent service, all for the benefit of our customers.”

As the leading integrated Internet-based distributor, information about and inventory of millions of products is accessible to customers around the globe, with all products shipped from Digi-Key’s single, North American location. The company’s integrated business model provides product and support information online to help put engineers and procurement professionals in control as they solve tough product development challenges.

The company’s online offerings and resources include: an interactive online catalog; PTM Online…On Demand product training modules; TechZone technology zones; Another Geek Moment videos; Digi-Key toolbar; PurchasingPro for electronics buyers; TechXchange; a Mobile and Social Center; and a Reference Design Library.

www.digikey.com [1]

Source URL (retrieved on *12/20/2013 - 5:02pm*):
http://www.ecnmag.com/news/2011/11/digi-key-corporation-launches-new-fully-translated-integrated-website-mexico-0

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[1] http://www.digikey.com