

## **Mecmesin Launch new Mandarin Website for Chinese Customers** **Mecmesin 专为中国客户推出的中文网站**

**05/07/2011**

Mecmesin, an international manufacturing company, who make affordable, reliable force and torque test systems to detect manufacturing defects in production, have just launched a new website for the Chinese market.

Mecmesin 是一家国际性的专业制造公司，所生产的力与扭矩测试系统价格适中，质量可靠且用于在生产线上检测到的生产中的缺陷，并且刚刚推出了面向中国市场的新网站。

Mecmesin have forged strong ties within China, and have a regional sales subsidiary, Mecmesin Shanghai Pte Ltd and a manufacturing facility in Chengdu. The website, [www.mecmesin.cn](http://www.mecmesin.cn) is an important aspect of Mecmesin's continuing commitment to the Chinese market, providing our Chinese customers with an online source of localised quality control test measurement expertise.

Mecmesin在中国结成牢固的关系，并具有区域销售子公司，Mecmesin上海有限公司和在成都的生产制造基地。该网站[www.mecmesin.cn](http://www.mecmesin.cn)是Mecmesin继续致力于中国市场的重要表现，并且为我们的中国客户提供了一个本地化的质量控制测试测量在线专门知识的资源。

Mandarin speaking customers will now be able to easily search the website [www.mecmesin.cn](http://www.mecmesin.cn) to find what they need to improve the efficiency of their production lines from Mecmesin's premier range of tensile, compression, material and torque testing machines.

现在说普通话的客户将能够方便地搜索网站[www.mecmesin.cn](http://www.mecmesin.cn)并找到Mecmesin在拉伸，压缩，材料试验机，扭矩范围内首屈一指的产品可使他们的生产线大大提高效率。

The website also highlights the recently launched family of MultiTest-xt test stands, controlled via a touch screen Console user interface, which significantly ease the process of testing samples on the production floor.

该网站还突出了最近刚推出的 MultiTest-xt 测试支架，这款通过触摸屏控制的用户界面，从根本上简易了生产车间中样品的测试过程。

Customers can search by test application, product category or industry. The 'industry' section gives an overview of test measurement within individual industry sectors including packaging, medical, aerospace, automotive, textile, safety, electronics, cosmetics, manual handling and engineering.

客户可以搜索测试应用，产品类别或行业。而“行业”部分给出了在各个行业内的测试测量的概述，包括包装，医疗，航空航天，汽车，纺织，安全，电子，化妆品，手工处理和工程。

The 'test types' section gives information relevant to specific tests including compression, tension, closure torque, peel/adhesion, flexure/bend, tear, top-load, spring, crimp-joint and coefficient of friction.

在“测试类型”部分里提供了有关的资料，包括压缩，拉伸，关闭力矩，剥离/附着力，扰曲/弯曲，撕裂，顶压，弹簧，压接接头和摩擦系数的测试。

Scores of case studies on the new website reveal the ways in which customers from around the world use Mecmesin's force and torque testing systems to optimise their production processes.

新的网站上有大量的个案研究显示来自世界各地的客户使用 Mecmesin 的力和力矩测试系统，以优化其生产流程的方法。

The new site has a comprehensive Knowledge Centre too which contains useful industry tools such as conversion calculators, white papers, frequently-asked-questions and a glossary of technical terms. It also features, the Mecmesin blog, "Torque about Force." 新网站有一个全面的知识中心也包含如转换计算器，白皮书，频繁询问，和行业有关技术词汇。同时还有我们 Mecmesin 的博客，是关于“扭矩和力”的内容。

The Marketing Manager of Mecmesin, Jenny Montgomery, says the new website will offer real benefits: "Our Chinese customers will now have easy access, in their own language, to our unrivalled range of extremely reliable products which save manufacturers money by improving throughput and minimising waste. The new website will make it so much easier to communicate with our valued customers in China. They will now be able to find out exactly what they need and contact us with the click of a button. We will then be able to respond rapidly to their needs with the very highest level of customer service."

Mecmesin 的市场部经理 Jenny Montgomery 说，新网站将会提供真正的效益：“我们的中国客户现在可以很容易的进入到他们自己的语言网站，通过我们无与伦比且极其可靠的产品能够节省制造商的生产成本并提高生产量和达到最小的浪费度。新网站能使我们更容易的与我们尊贵的中国客户沟通。现在他们将能够找到他们真正的需要并且联系我们只要点击一个按钮。然后，我们将迅速作出反应来满足他们高水平的需求。”

Mecmesin was set up in 1977 and has offices in Great Britain, China, Thailand, America and France, as well as world-wide network of distributors.

Mecmesin 成立于 1977 年，并在英国，中国，泰国，美国和法国都设有办事处，除此之外在世界各地的有完善的分销商网络。

Thousands of companies around the world use Mecmesin measurement systems to maintain consistency of manufacture to comply with relevant standards and to save money by minimising rejects in the production process.

成千上万的公司在全世界各地使用 Mecmesin 的测量系统，以维持生产，以符合相关标准，并在生产过程中节省金钱并使不良品减少到最小化。

See the new website at: [www.mecmesin.cn](http://www.mecmesin.cn)

可以看我们的新网址: [www.mecmesin.cn](http://www.mecmesin.cn)

For more information, please e-mail: [info@mecmesin.cn](mailto:info@mecmesin.cn) or phone

需要了解更多的信息, 请e-mail我们: [info@mecmesin.cn](mailto:info@mecmesin.cn)或者可以给我们致电

+86 21 33771733 or 21 5566 1037

+86 21 55661036

**((Ends))**

**For press information, please contact Rosy Matheson, PR Executive at Mecmesin on 01403 799 917 or e-mail [rosy.marketing@mecmesin.com](mailto:rosy.marketing@mecmesin.com)**

对于新闻信息, 请联系我们Mecmesin的公共关系经理 Rosy Matheson, 电话: 01403799917 或电子邮件 [rosy.marketing@mecmesin.com](mailto:rosy.marketing@mecmesin.com)