



**Triple/S Dynamics, Inc.**

Contact:  
Celie Reid  
Triple/S Dynamics  
214-828-8600  
<http://www.sssdynamics.com>

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**TRIPLE/S DYNAMICS LAUNCHES NEW WEBSITE TO SERVE EXISTING CUSTOMERS AND DRIVE NEW BUSINESS**

DALLAS, TEXAS – Triple/S Dynamics launches a new, completely restructured website (<http://www.sssdynamics.com>) with a cohesive blend of design, usability and search engine friendliness. The new interface design builds a strong online presence and creates an improved user experience for prospective customers.

“Our new website offers engineers a user friendly platform and easy navigation, either by product type or industry,” says Celie Reid, Marketing Manager at Triple/S Dynamics. “The Resources section is reorganized with embedded videos, white papers, case studies and company literature downloads. This is going to make it a lot easier for prospective customers and existing customers to navigate the site.”

Triple/S Dynamics selected Visual App for the website design, search marketing and site management. “With the new website, Triple/S now has a solid foundation for their online marketing initiatives,” states Jeff Old, principal at Visual App. “The redesign of the website is a key element in building their online marketing strategy which will assist Triple/S in reaching new customers online.”

**About Triple/S Dynamics**

Since 1888, Triple/S Dynamics has designed and manufactured material handling equipment including the original horizontal motion conveyor, the Slipstick®, the Texas Shaker® vibrating screen and the Sutton line of density separators and granulators. To learn more visit <http://www.sssdynamics.com>.

**About Visual App**

Visual App is an online marketing and web design firm in Dallas, Texas that builds comprehensive online strategies that establish a strong web presence that increases business for its clients. Core services include search engine optimization, PPC advertising, web design and application development. To learn more visit <http://www.visualapp.com>.

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If you would like more information about this topic, please contact Celie Reed at 214-828-8600.