

Press Release

ALDILA

A Group Company of

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FOR IMMEDIATE RELEASE

ALDILA® Introduces New Website

Carlsbad, CA (January 23, 2019) -- ALDILA® has unveiled an all-new website at aldila.com that sports a significantly more modern look and platform. Since going live just after the Thanksgiving holiday, the website has received rave reviews from consumers and dealers, alike. It includes a quick-working, easy-to-navigate dealer locator; improved speed for dealers and consumers; and global coverage. It's also tablet and mobile-friendly, using responsive web design, so that it's formatted correctly for visitors viewing it on their smartphone, tablet or desktop computer.

The new site is also linked to a live feed of every ALDILA® social media account. Plus, visitors to any product page now have the ability to generate and print product tech sheets.

"We're very pleased with the way the refreshed site has turned out," says Mark Gunther, Vice President of Sales and Marketing. "Our staff took a deep look at what information needed to be presented, envisioned the graphics and presentation, and then put it all together in a user-friendly and exciting package. It's visually compelling and I know people will love it."

About Us

ALDILA®, INC. is a wholly owned subsidiary of Mitsubishi Chemical Holdings Corporation, dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. ALDILA® leverages the vertically integrated resources of its parent company, which gives it a competitive advantage. Over the years, it has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using its golf shafts, ALDILA® has established itself as a leading force in the golf industry.

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