



Showcase Sites

Searching for information online isn't always the easiest thing to do. That's why we've created nine product-based Showcase Sites, designed specifically to improve our customers' online experience. These pages fall under our corporate Website, but provide specific information about our product offerings—pages that allow customers to find the information they need without the hassle of searching for it.

tell me more

about the benefits

More than 80% of our Showcase Site customers find the information they need on their first try—making them our “one stop, go-to resource.” You can learn more about site features by visiting our Portfolio of Tools at airproducts.com/ebusiness.

Other considerations:

- Time and money saved
- Complete, interactive guide for customers
- Excellent promotional and marketing tools

about contacts

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about e-business

Find other backgrounders, fact sheets and brochures by visiting our online library at www.airproducts.com/ebusiness/library.

What are Showcase Sites?

More than likely, you've seen our binders, hundreds of pages thick containing unique information about every one of your business products. Showcase Sites capture that information and make it available to our customers in just a few clicks of the mouse. Segmented into regional markets, customers gain valuable technical information—and insight—from our business teams in easy-to-understand formats. And because they are current and always updated, they deliver the information our customers need on a daily basis, making them our most valuable reference centers.

How can they help me?

Customers like you have told us they have no problem recommending our Showcase Sites to their colleagues. That's because they're a valuable resource for safety information, market intelligence, and technical data. More importantly, we continue to build these sites around your requests and suggestions. That's why they are so reliable. Over 75% say they save valuable time using these sites, and over 90% of our customers consistently point out they plan on visiting the sites again.

Where can I find them?

Air Products offers nine Showcase Sites. The Web addresses are provided below.

Amines

www.airproducts.com/amines

CPI

www.airproducts.com/CPI

Electronics

www.airproducts.com/electronics

Epoxy Additives

www.airproducts.com/epoxyadditives

Equipment

www.airproducts.com/equipment

Metals

www.airproducts.com/metals

Polymers

www.airproducts.com/polymers

PUA

www.airproducts.com/puradditives

Surfynols

www.airproducts.com/surfynol



All of our Showcase Sites provide in-depth product descriptions. Our Electronics Showcase Site is seen above.

Features Include:

- Product Offerings
- Products Identifier
- Technical News
- Literature Library
- Safety
- Self-Service Links (see our “Information” page)

Customer Benefits Include:

- Up-to-date information on all of our products, services & equipment
- Online navigation that is intuitive & simple
- A layout organized by global regions & markets
- Detailed descriptions for all offerings
- Air Products expertise and advice offered online
- Accessible 24/7, with data sheets available through registration
- Additional links to self-service applications available through the Air Products Direct (APDirect®) Customer Portal

What's Next?

Throughout 2004, we plan on launching the next round of Showcase Sites that include our Glass, Food and APEX business areas. We're also upgrading our Showcase Site searching capabilities.

