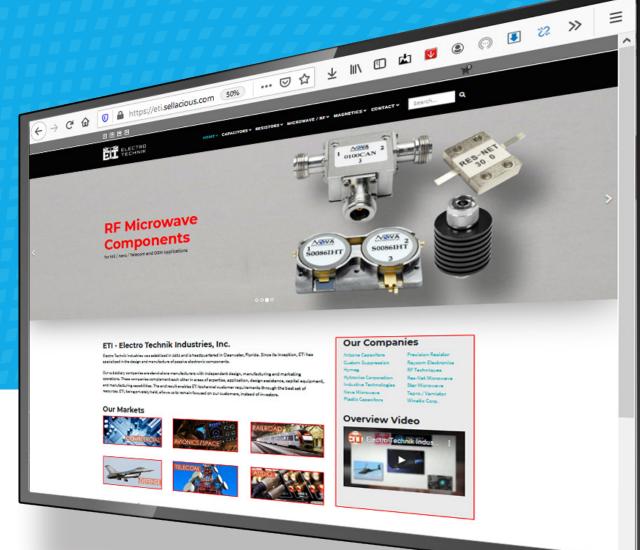
IID DISTIMAN

enterprise level web designs for companies with hundreds, thousands or millions of products



MANUFACTURER CASE STUDY: ELECTRO TECHNIK INDUSTRIES

https://electrotechnik.com

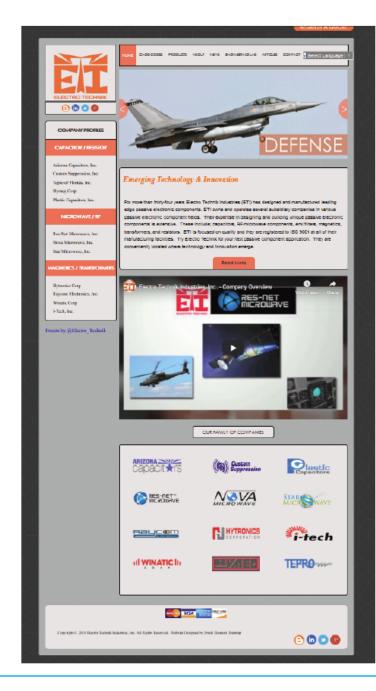
CUSTOM PHP PLATFORM

\$30,000 INVESTMENT

- Privately owned corporation
- Parent Company of 12 other Brands
- Launched in early 2018
- Roughly 30 Pages
- Profiles of Parent and Brand Companies
- No Product Information
- No News Items
- One Video "Company Overview"
- RFQ / Contact Form
- Links out to the 12 Company Sub-sites
- Most of the 12 sub-sites are Poorly designed (same designer, one template used on most sites for quick cheap approach)

HOME PAGE:

- Very old design / style
- Not Mobile Friendly at All
- Does not create a positive first impression
- At foirst glance, hard to determine company's product focus
- Works only as a "readable" company profile
- Links to Static profile / terms type pages
- Credit card images with no e-commerce?
- Links to Google+ which was shout down in 2018?
- Social links not including Facebook?



Broken Mobile View



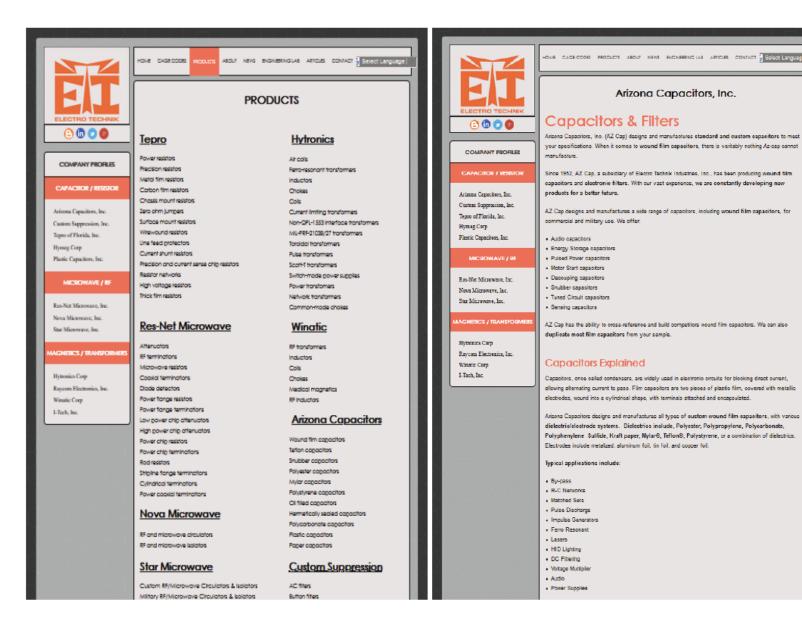


CUSTOM PHP PLATFORM

\$30,000 INVESTMENT

INTERNAL PAGES:

- No pictures
- A lot of text
- No useful product data
- No downloads or links
- Random Links to sub-sites
- An unused link to articles
- An unused link to news





ONE WESBITE TO RULE THEM ALL

The issue for Electro Technik Industries was not so much the parent company website, but all its sub-sites which were of equally poor design.

Most of the sub-sites consisted were designed by the same group and mainly consisted of 4-5 pages with a link to an old pdf catalog if on existed. These type of sites would never rank properly on the search engines with such a complete lack of content.

The new plan was to treat the parent website as if it were a Master Distributor. Place all product content within the parent site. When when complete, share the data down to each sub-site.

End result is that ETI maintains product content in one common platform that populates all other sub-sites.



ALL PRODUCT DATA MAINTAINED ON PARENT SITE DISTRIBUTED DOWN TO 13 SUB-SITES





























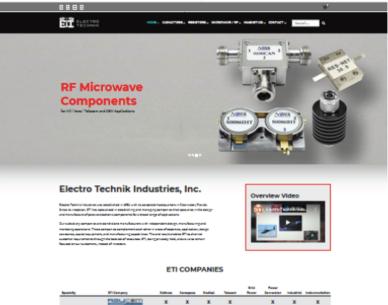


PHASE 1: PARENT COMPANY / MASTER SITE

HOME PAGE

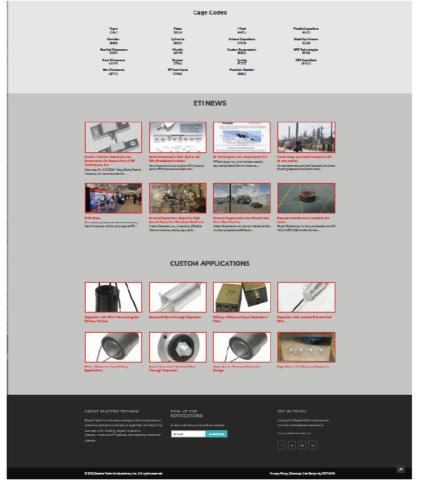
- 4 Banner Ads (one for each product category)
- Overview view Video brought to prominent position
- Company summaries listed prominently
- Cage Codes below company listing
- News Section aggregating news from all companies
- Custom Applications section to demonstrate their focus extends well beyond standard products
- Appropriate footer design for a large enterprise
- At a glance, users understand the product focus of the parent company and all it's sub-sites

TOP HALF OF HOME PAGE



| Specially | ETICompany | Defense | Acrespons | Masfeel | Name | B44 Neser | Facur Convention | Industrial | Indirumentation |
|--|--|---------|-----------|---------|------|--------------|---------------------|------------|-----------------|
| siesench Sentint and Sutan Resear Chinama No. | Paucem | x | x | x | x | | x | × | x |
| | Пнутвомов | x | x | | x | | x | x | x |
| STOCKE, NUMBERS | T-tach | x | x | | x | | x | x | x |
| | al WINATIC Is | | | x | | | x | | × |
| FLE CANCIDES. Sensor Susan High Salage Susan | Capacit #18 | × | × | × | | × | × | × | x |
| | Properties | × | × | × | | × | × | × | |
| DUMPLIN | (N) Esperante | x | x | | | x | x | x | |
| PRECEION RESERVAN | TEPRO | x | x | x | x | | x | x | x |
| Ngi Temperakan Papa Nati seran Hark College (Agri | MNULE | | x | x | x | | x | x | × |
| Salage, Ulter Practice, Companyation, 200 | (HE) and the latest design and the latest de | x | x | x | x | | x | x | x |
| MINICIONAL Tempiono Senten, est | RES-DET INCROUNVE | x | x | x | x | | × | x | × |
| Nematers Mematers | RF _{T-chrispers} | × | × | | x | | × | × | x |
| MINICADIANS. Createur Stateur | ANNA T | × | x | | x | | | x | x |
| | MENONE | x | x | | x | | | x | x |

BOTTOM HALF OF HOME PAGE

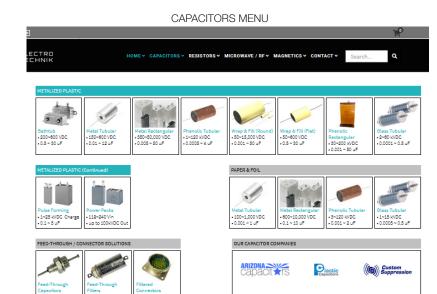


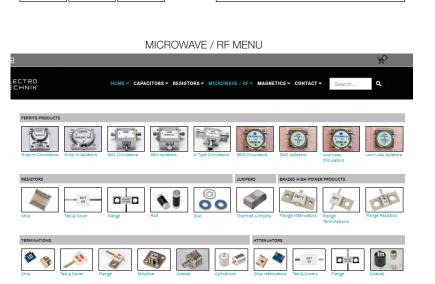


PHASE 1: PARENT COMPANY / MASTER SITE

RICH NAVIGATION

- 4 primary product categories
 - Capacitors
 - Resistors
 - Microwave / RF
 - Magnetics
- Each category with their own image-driven menu
- 84 overall categories
- Each category menu with links to the company profiles of the supporting ETI Companies



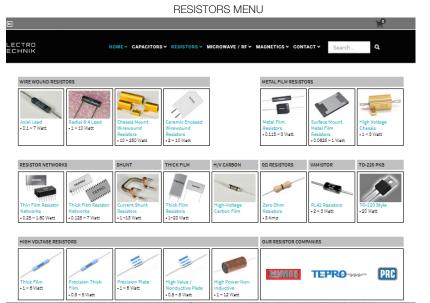


RES-NET MICROWAVE

NO VA

RFTechniques

STAR WAVE







LECTRO ECHNIK



PHASE 1: PARENT COMPANY / MASTER SITE

CATEGORY OF PRODUCT FAMILIES:

- Most Listings are by product family or series (so no transactions can be made at the category level other than to download series pdf)
- Above table area is filled with well-targeted marketing message and supporting imagery
- Right Side "Products" menu unique to each category provides quick links to other related sub-categories as well as related companies.
- Products are sortable in the table



Metal Tubular

CAPACITOR-CAPACITOR | PLASTIC

Product

248x4

248x1J

248x6

247x6

247x4

247x2

TYPE 247 / 248 capacitors are metalized Polyester elements hermetically sealed in a tubular style container. The self-healing and clearing characteristics make possible the smallest high quality capacitor for the given rating. All units are extended foil construction, assuring low inductance and the ability to handle minute current and voltage differentials over a wide frequency range.



| ct 🗘 | PDF | Capacitance (uf) | Description 🕽 |
|------|-----------|------------------|---------------------------|
| | ß | 0.0100 ~ 12.0000 | Polyester - Case Floating |
| | <u>J.</u> | 0.0100~3.0000 | Polyester - Case Floating |
| | 建 | 3.0000 ~ 6.0000 | Polyester - Case Floating |
| | ß | 0.0100 ~ 2.5000 | Polyester - Case Floating |
| | <u>J.</u> | 0.0100 ~ 2.5000 | Polyester - Case Grounded |
| | 建 | 0.0100 ~ 3.0000 | Polyester - Case Grounded |
| | <u>Ja</u> | 0.0100 ~ 12.0000 | Polyester - Case Grounded |

his shop is powered by: Distime

Capacitor Products

PLASTIC CAPACITORS:

- Bathtub
- Metal Tubular
 Metal Rectangular
- Phenolic Tubular
- Wrap & Fill (Round)
- Wrap & Fill (Flat)
 Phenolic Rectangula
- Glass TubularPulse Forming
- Power Packs

PAPER & FOIL:

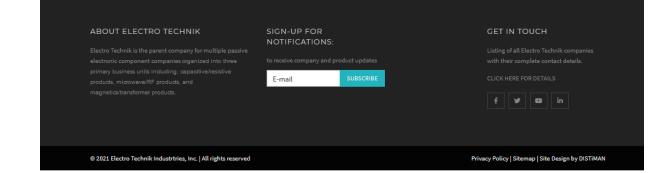
- Metal Tubular
 Metal Rectangular
- Phenolic Tubular
- Glass Tubular

FEED-THRU:

- Feed-Through Capacitors
- Feed-Through Filters
 Filtered Connectors

OUR COMPANIES:

- Arizona Capacitors
- Plastic Capacitors
- Plastic Capacitors
 Custom Suppression





PHASE 1: PARENT COMPANY / MASTER SITE

CATEGORY OF SINGLE PRODUCTS:

- Some listings are of single individual products so the transaction button is enabled
- This product line does not have detailed specs, only the selection table, so links to detailed product pages are disabled (and no pdf link is displayed).
- Above table area is filled with well-targeted marketing message and supporting image
- Right Side "Products" menu unique to each category to provide quick links to other related sub-categories as well as related companies.
- Products are sortable in the table



HOME Y CAPACITORS Y RESISTORS Y MICROWAVE / RF Y MAGNETICS Y CONTACT Y

10

Q

Drop-in Circulator

We offer comprehensive line of circulators for commercial applications, military applications, wireless and cellular markets. Each device is stress tested during production to ensure performance over temperature extremes ensuring a reliable product for our customers. Our understanding of ferrite and magnetic materials allows us to manufacture devices that are reliable and cost effective.



| VA | 1 01036 | A 2 |
|----|---------|--------|
| 2 | | |
| | 9 MANA | 9 |
| 0 | 0245CAD | |
| | CAD 3 | SCAD 2 |

| Product | Forward Power (W) | Reverse Power (W) | Frequency (GHz) 🗘 | Min Isolation (dB) 🖟 | Max Insertion Loss (dB) | VSWR (max) 🗘 | Temperate | ıre Dimm (mm) 🕽 | |
|---------|-------------------------|-------------------------|----------------------|----------------------------|-------------------------------|-----------------|-----------|-------------------------|-----|
| 1710CET | 20 | 20 | 14.500-19.700 | 18 | 0.5 | 1.3 | -40+85 | 8.890 x 12.065 x 4.572 | RFQ |
| 1870CET | 20 | 20 | 17.700-19.700 | 20 | 0.5 | 1.25 | -40+85 | 8.890 x 12.065 x 4.572 | RFQ |
| 1240CED | 25 | 25 | 11.100-13.700 | 20 | 0.4 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1375CED | 25 | 25 | 11.500-16.000 | 17 | 0.5 | 1.35 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1360CED | 25 | 25 | 12.700-14.500 | 20 | 0.35 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1425CED | 25 | 25 | 14.000-14.500 | 20 | 0.4 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1000CED | 30 | 30 | 8.500-11.500 | 17 | 0.5 | 1.35 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 0935CED | 30 | 30 | 9.000-9.700 | 20 | 0.35 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1112CED | 30 | 30 | 9.500-12.750 | 20 | 0.4 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 1070CED | 30 | 30 | 9.700-11.700 | 20 | 0.4 | 1.25 | -40+85 | 8.890 x 12.065 x 4.064 | RFQ |
| 0430CED | 35 | 35 | 4.200-4.400 | 20 | 0.4 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| 0470CED | 35 | 35 | 4.400-5.000 | 20 | 0.4 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| 0575CED | 35 | 35 | 5.000-6.500 | 17 | 0.5 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| 0565CED | 35 | 35 | 5.400-5.900 | 20 | 0.4 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| 0615CED | 35 | 35 | 5.800-6.500 | 20 | 0.4 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| 0680CED | 35 | 35 | 6.400-7.200 | 20 | 0.4 | 1.25 | -40+85 | 12.700 x 14.605 x 4.064 | RFQ |
| | | | | | | | | | DEO |

Microwave/RF **Products**

FERRITE PRODUCTS

- Drop-In Circulators
- Drop-In Isolators
- SMA Circulators
- SMA Isolators
- N Type Circulators SMD Circulators
- SMD Isolators Low-Loss Circulators
- Low-Loss Isolators

RESISTORS

- Chip
- Flange • Rod
- Disc

THERMAL JUMPERS

BRAZED HIGH-POWER

- Flange Attenuators
- Flange Resistors • Flange Terminations

TERMINATIONS

• Chip

- Tab & Cover • Flange
- Stripline
- Coaxial Cylindrical

ATTENUATORS

- Chip • Tab & Cover
- Flange Coaxial

OUR COMPANIES

- Res-Net Microwave • RF Techniques
- Star Microwave



DISTIMAN CONCEPTPHASE 1: PARENT COMPANY / MASTER SITE

PRODUCT CONFIGURATOR PAGE:

- Show the manufacturer logo
- Provide a product photo, product drawing and Performance Characteristics Chart
- PDF Download
- Short Description
- Primary Characteristics
- Some Features
- Product Configurator
- Add to RFQ cart action

Many of this company's product require a configurator. This product would have close to 80,000 part numbers. Our configurator tool allows customer to build up a part number and submit it for quotation.



248x4

METALIZED POLYESTER CAPACITOR - TUBULAR, CASE FLOATING

Specifications Capacitance (uf)

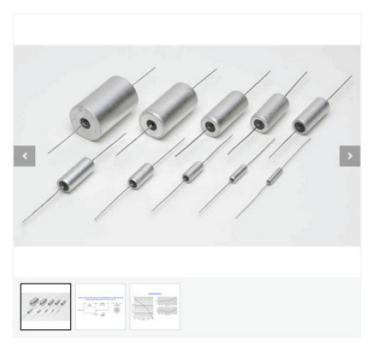
0.0100 ~ 3.0000

Description Polyester - Case Floating

Features

- ±5 ~ 20% Tolerance Options
- -55 to 125°C (full rated voltage)
- Insulation Resistance of 50-100k ΩF
- 1% Dissipation Factor @ 1,000Hz
- Tested 200% of Rated Voltage (1 min)









PHASE 1: PARENT COMPANY / MASTER SITE

PRODUCT FAMILY PAGE:

- Show the manufacturer logo
- Provide a product photo, product drawing and Performance Characteristics Chart
- PDF Download
- Short Description
- Primary Characteristics
- Some Features
- Product selection table
- Add to RFQ cart actiopn



BVX60

POLYPROPYLENE | METAL CASE SCR / SNUBBER CAPACITOR

Features

- ±10 % Tolerance (Standard)
- -55 to 75°C at full rated voltage (derate Voltage by 20% for +75°C Operation)
- Insulation Resistance of 40 80k ΩF
- 0.6% Dissipation Factor @ 1,000Hz
- Tested 200% of Rated Voltage (1 min)





| Part No 🗘 | VDC 🗇 | Capacitance (pf) | Length 0 | Width 🗘 | Height 🗘 | Post-to-Post 🗘 | |
|-----------|--------------|------------------|----------|---------|----------|----------------|---------------|
| BVX60-105 | 600 | 1 | 2.16 | 1.31 | 3.88 | 0.81 | Request Quote |
| BVX60-106 | 600 | 10 | 3.66 | 1.97 | 6.25 | 1.38 | Request Quote |
| BVX60-205 | 600 | 2 | 2.16 | 1.31 | 4.75 | 0.81 | Request Quote |
| BVX60-305 | 600 | 3 | 2.91 | 1.91 | 3.88 | 1.38 | Request Quote |
| BVX60-505 | 600 | 5 | 2.91 | 1.91 | 4.75 | 1.38 | Request Quote |



PHASE 1: PARENT COMPANY / MASTER SITE

RFQ CART:

- Users can add multiple parts from multiple manufacturers into one common RFQ cart
- Submission is saved in the database and autodistributed to each manufacturer for processing

| Company Name * | | | Your Name * | | | | |
|--------------------|-------------------------|--------------------------|-------------|----------|--|----------|-----|
| our Email * | Please fill out this fi | Your Phone * | | | | | |
| Complete Address * | | | | | | | |
| ity * | | | State * | | | | |
| ip* | | | | | | | |
| lote | | | | | | | |
| arts to Quote | | | | | | | |
| Manufacturer Name | | Part number | | Quantity | | | 0 |
| Plastic Capacitors | | HC35 -10 | | 1 | | <u>*</u> | 0 0 |
| | | | | | | | |
| Tepro | | TMKR-10 - 100 - 2.5 - 10 | | 1 | | • | 0 0 |
| Star Microwave | | DKIU2500 | | 1 | | • | 0 0 |
| | | | | | | | |
| | | | | 1 | | - | 0 0 |
| | | | | | | | |
| | | | | 1 | | + | 0 0 |





PHASE 1: PARENT COMPANY / MASTER SITE

COMPANY PROFILES

- Company Profile
- Larger Company Logo presented
- Long-form text description
- Right Hand menu unique to each company
- address
- phone
- email
- category links
- links to reps & distributors
- catalog link
- ISO Cert







Search...





About RF Techniques:

- Established in 1989 RF Techniques was formed as MRF Techniques, Inc. in 1989.
- Mission –RFT mission is to provide the highest quality products to customers.
- Products -Product lines include resistors, terminations and attenuators in high reliable brazed and standard soldered construction in Alumina, BeO & Aluminum Nitride substrates.
- Market Microwave/RF-based technology for the Military, Navy, Aerospace, Broadcast, Telecom, Wireless, Satellite communications, Medical, Optics, Automotive, Test & Measurements
- located in Clearwater, Florida, USA.
- All R&D, design, and manufacturing are done at the Clearwater, Florida facility.
- · All thick film and thin metallization, brazing, sputtering, laser trimming and soldering are performed at Clearwater facility.
- · Complete incoming and final inspections are performed on all parts

RFT uses a high temperature brazing process that yields the lowest possible thermal resistance and allows for higher temperature operation. Higher temperature processing also ensures greater reliability and overall performance during thermal cycling. RFT devices are capable of withstanding a 1 1/2 to 3 lbs pull test. The device will withstand substantial forces applied to the lead due to different rates of contraction and expansion of the lead during temperature variations.

Since RFT devices are brazed, the customer need not have to worry about leads coming off during soldering operations.

Power Dissipation

RFT devices dissipate more watts per square inch than any others on the market. RFT can supply devices with up to 500 watts power handling capability for frequency ranges from DC to 6 GHz. RFT devices can handle more RF power than a soldered device.

Power Derating

RFT devices offer a significant advantage over the competition in power handling capability due to superior power derating capability. RFT devices can be power de-rated to flange temperatures up to 250 degree C (see figure 1). This high temperature capability provides the user with improved system reliability and a wider margin of performance under abnormal operating conditions.

RFT devices are also capable of withstanding much higher temperature for short period of time without damage.

RF Techniques, Inc.

P.O. Box 18802 Clearwater, FL 33762 Tel: 727-530-9555

EMAIL US

USA Authorized Sales Representatives

BRAZED HIGH-POWER PRODUCTS

- Flange Attenuators
- Flange Terminations
- Flange Resistors



DOWNLOAD CATALOG



PHASE 1: PARENT COMPANY / MASTER SITE

MANY WAYS TO CONTACT

- Channel Partner Map
- 8 Distributor Listings
- Interactive Rep Office Map

Authorized USA Distributors

for ARIZONA CAPACITORS | PLASTIC CAPACITORS | CUSTOM SUPPRESSION



Aschbecher & Associates Contact; Gina Nayles Phone; 957-252-7785 Email; gina nayles@acLoom 5031 Norman Blvd Dayton, OH 45491



Kampi Components Co., Inc. Contact, Tom Bates Phone, 215-756-2000 Emailt, bom@kampi.com 35 Canel Road Fairless Hills, PA 19050



M-TRON Components, Inc. Contact; Janet A. Cossio

Phone; 651-467-5100 ext 159 Email; jossio@mtroncompor 1391 Lakeland Ave. Ronkonkoma, NY 11779



Mast Distributors, Inc. Contact; Kimberly Santiago Email: Kimberly@MastD.com Phone; 55:471-4422 710-2 Union Parkway Ronkonkoma, NY 11779



NAC Semi Contact; Peter Salib Phone; 727-528-0187 x258 Email; peter.a@nacsemi.com



New Yorker Electronica Contact; Barry Slivka Phone; 201-750-1171 ext. 505 Email; balivka@newyorkerelectroni 200 Industrial Parkway Northwale, NJ 07847



Richardson Electronics, Ltd.
Contact; Dianna Huver
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Email; dhuver@rell.com
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www.rell.com



World Micro Inc. / MIT Distributors Contact; Battins Clark Phone, 770-083-1905 Email; bolark@worldmicro.com 205 Hambres Park Drive, Suite 103 Roswell, Ga 30076

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