

# Specialist Bolt Supplier Launches Website to Raise Profile

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Relay International, a specialist supplier of Peiner HV bolts, has launched a new website to raise the profile of the company's unique products in the Asia-Pacific region and provide technical insight for existing and potential customers. The website (<http://www.relayinternational.com.au/>) promotes the company's unique position as the sole Asia-Pacific supplier of Peiner HV high tensile bolts for the wind energy and construction industries and allows users to explore the benefits of these products online. Relay International Director Rohan Lay said that the professional website is unique to the industry and presents well to current and prospective clients. "The design and layout gives us a professional image and further enhances our ability to supply our specialist products to the Asia-Pacific region," Lay said. "With a detailed overview of the products and their technical features and benefits, our new site is sure to stand out in the industry." Lay said another key focus had been on improving the existing website to create user-friendly navigation while integrating Search Engine Optimisation (SEO) techniques for better rankings on search engines. The site is set to generate sales leads and project bidding opportunities for the company via qualified traffic from SEO. "Our website has been optimised not only to ensure fast accessibility for all users, but also to make it easier to find on major search engines like Google," Lay said. "We want to ensure that customers can easily find and purchase our products." Lay said the entire team at Relay International were extremely happy with the new website developed by Exa Web Solutions. About Relay International Relay International is the sole Asia-Pacific supplier of Peiner HV high tensile bolts. Relay International has Peiner HV bolt sets stocked at its Australian warehouse in the standard size range from M12 to M36, and works with Peiner Umformtechnik to develop customised fastening solutions for clients. Relay International's clients include those in wind energy, construction and mining industries. For more information on Relay International, contact Rohan Lay on 1800 300 141 or email [info@relayinternational.com.au](mailto:info@relayinternational.com.au) About Exa As Australia's largest and most successful Web Solutions Company, Exa has a full time staff of over 200 Web Designers, Web Developers and Online Marketing experts. Exa's WebMagnet and Customised Web Solutions have helped improve the profitability and efficiency of more than 1000 organisations. Exa's clients include some of the world's biggest brands, leading banks, government, not for profits, multi-nationals and SME's from various industries. Founded in 2000 Exa has sustained around 50% growth year over year.

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