

LAPP GROUP NORTH AMERICA



*NEW & IMPROVED WEBSITE
USER GUIDE & TUTORIAL*



PRODUCT NAVIGATION

PRODUCT NAVIGATION



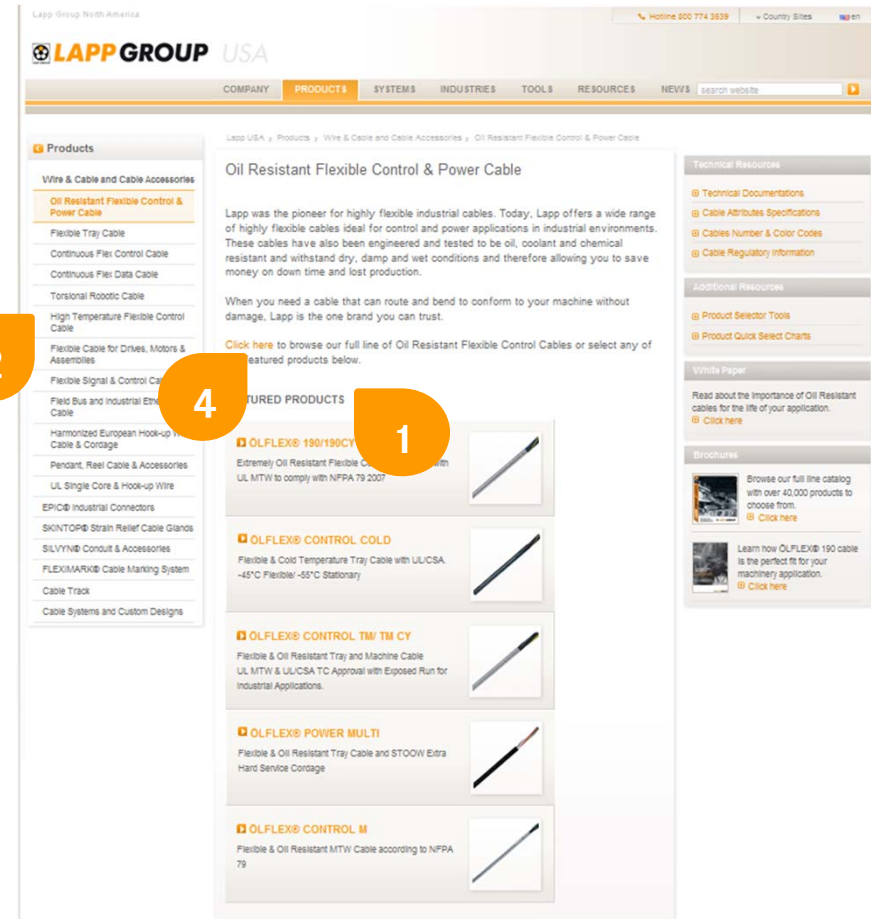
Mouse over the PRODUCTS tab on the menu bar and select the category or sub-category of your choice

The screenshot shows the Lapp Group USA website. The top navigation bar includes links for COMPANY, PRODUCTS, SYSTEMS, INDUSTRIES, TOOLS, RESOURCES, and NEWS. The PRODUCTS tab is highlighted, and a dropdown menu is visible. The dropdown menu lists the following categories: Wire & Cable and Cable Accessories, EPIC® Industrial Connectors, SKINTOP® Strain Relief Cable Glaze, SILVYN® Conduit & Accessories, FLEXIMARK® Cable Marking System, Cable Track, Cable Systems and Custom Designs, Oil Resistant Flexible Control & Power Cable, Flexible Tray Cable, Continuous Flex Control Cable, Continuous Flex Data Cable, Torsional Robotic Cable, High Temperature Flexible Control Cable, Flexible Cable for Drives, Motors & Assemblies, Flexible Signal & Control Cable, Field Bus and Industrial Ethernet Cable, Harmonized European Hook-up Wire, Cable & Cordage, Pendant, Reel Cable & Accessories, and UL Single Core & Hook-up Wire. The main content area features a large banner for 'One Install & You' with a 'Learn more' button. Below the banner are several smaller images and sections: 'What's New!', 'ÖLFLEX® Stories', 'Online Catalog', 'Download Center', 'Success Stories', '3D/CAD Drawings', and 'Product Selector Tools'. The footer contains copyright information and links for Contact, Imprint, Sitemap, Terms of Trade, and Privacy Policy.

PRODUCT NAVIGATION



1. For each category or sub-category page, we have featured our best-selling products.
2. The left menu bar allows you to navigate to another product sub-category of your choice.
3. On the right-hand sidebar, additional resources are available such as brochure, videos, technical and regulatory information
4. All clickable links are highlighted in orange





WHAT'S NEW!

WHAT'S NEW!



We have developed many new value-added tools and services designed to educate and guide you in selecting the right product for the success of your business. These tools include:

1. FAQ
2. E-Learning
3. Dealer Locator
4. Product/Site Search
5. Download Center
6. Electronic Forms
7. Instruction Manuals
8. Newsfeed

WHAT'S NEW! - FAQ



This NEW tool that can be found under the **RESOURCES** menu tab.

1. The FAQ categories currently available include:

- General inquiries
- Standards, directives & guidelines
- Cable & Wire Technical Characteristics
- Cable & Wire Applications
- ÖLFLEX® & UNITRONIC® Cables
- SKINTOP®

2. Select the answer by clicking the orange arrow

3. You have the ability to rate the helpfulness of the information provided.

WHAT'S NEW! - eLearning



This NEW tool that can be found under the **RESOURCES** menu tab.

In this section, you can view interactive basic training for all Lapp product lines & application types.

The screenshot shows the SKINTOP® CUBE Installation Tips eLearning module. The main content area features the title "SKINTOP® CUBE" and "Installation Tips" above an image of a cable management block with several cables plugged in. A "NEW!" starburst graphic is overlaid on the image. The LAPP GROUP logo is at the bottom right of the main content area. On the right side, there is a sidebar with the title "SKINTOP® CUBE Installation Tips" and the LAPP GROUP logo. Below the title is a table with columns "Outline", "Thumb", "Notes", and "Search". The table lists the following items:

Outline	Thumb	Notes	Search
Slide Title			Duration
Slide 1			00:05
Installation Tips			00:05
Installation Tips			00:05
Installation Tips			00:05
Installation Tips			00:05
Repair Tips			00:05
Repair Tips			00:05
Slide 8			00:05

At the bottom of the sidebar, it says "0 Minutes 37 Seconds Remaining". The bottom of the main content area shows a video player interface with a play button, a progress bar, and the text "Slide 1 / 8 | Stopped" and "00:03 / 00:05".

WHAT'S NEW! – Dealer Locator



This NEW feature can be found under the **TOOLS** menu tab.

1. The new dealer locator allows you filter your search by simply entering a zip code and city & state. You have now the ability to narrow your search to a specific radius.
2. Search results are listed from the closest to the furthest with a Google map view and access to driving directions from one single screen.
3. A pop-up window provides detailed information about the dealer selected

DEALER LOCATOR

Refine your search

Rahway, NJ 07065, USA within 19 mi

☒ ÖLFLEX® ☒ SKINTOP®
☒ EPIC® ☒ UNITRONIC®
☒ ETHERLINE® ☒ HITRONIC®
☒ FLEXIMARK® ☒ SILVYN®

5 Dealers found

Dealer Name	Distance	Brands
Graybar	~ 0.00 mi	SILVYN®, FLEXIMARK®, HITRONIC®, UNITRONIC®, EPIC®, SKINTOP®, ÖLFLEX®
Fromm Electric/ Cooper Electric	~ 8.76 mi	SILVYN®, FLEXIMARK®, HITRONIC®, UNITRONIC®, EPIC®, SKINTOP®, ÖLFLEX®
Allied Electronics, Inc.	~ 11.44 mi	SILVYN®, FLEXIMARK®, HITRONIC®, UNITRONIC®, EPIC®, SKINTOP®, ÖLFLEX®
Cuny & Guerber, Inc.	~ 17.05 mi	SILVYN®, FLEXIMARK®, HITRONIC®, UNITRONIC®, EPIC®, SKINTOP®, ÖLFLEX®
AA Electric	~ 18.81 mi	SILVYN®, FLEXIMARK®, HITRONIC®, UNITRONIC®, EPIC®, SKINTOP®, ÖLFLEX®

Graybar <http://www.graybar.com/index.html>

Raritan Plaza III, 105 Fieldcrest Ave., Suite 202 Edison, NJ 08837
Phone: 973-404-5555 Fax: 973-404-1965

[Locate Dealer in Map](#)

WHAT'S NEW! – Product/Site Search



The product/site search bar can be found on top of every page. Two search tools are available

1. Product part # or keywords
2. Keyword for all related website content.
3. When using the website content search tool, your search results will be listed by popularity and relevance.

The screenshot shows the Lapp Group North America website. At the top, there are two search bars. The first bar is labeled 'Search Product Part #/Keyword' and the second bar is labeled 'search website'. Below these bars, there are several navigation links and a large image of industrial machinery. On the right side, there is a search bar with the text 'flexible cab' entered. A dropdown menu is visible below this bar, showing search results for 'flexible cable (98)', 'flexible cables (70)', 'flexible cabling (6)', and 'flexible cableworks (2)'. Below the dropdown menu, there is a text box with the number '07065' and a search button.

FULLTEXTSEARCH

Searched for "flexible cable". Displaying results 1 to 10 of 124.

<< 1 | 2 | 3 | 4 | >>

Wire & Cable (100%)

Flexible Control & Power Cable Lapp offers a wide range of **cable** ideal for machinery applications. Available in various jacket compound and insulation. **Flexible Tray Cable** We offer a complete line of UL TC-ER(Exposed Run)/CSA TC **Cables** for all your application needs. Continuous Flex Control **Cable** Choose from one of our super **flexible**, heavy duty, multi-conductor **cable** designed for continuous flex applications.

OLFLEX® Flexible Cable for Drives, Motors & Assemblies (30%)

OLFLEX® **Flexible Cable** for Drives, Motors & Assemblies The Lapp Group offers an extensive line of **Flexible Cables**

OLFLEX® Oil Resistant Flexible Control & Power Cable (30%)

OLFLEX® Oil Resistant **Flexible Control & Power Cable** Lapp has always been the pioneer for highly **flexible** industrial **cables**. Today, Lapp offers a wide range of highly **flexible cables** for control and power applications in industrial environments. These **cables** have also been engineered and tested to be oil, coolant and chemical

OLFLEX® Flexible Tray Cable (30%)

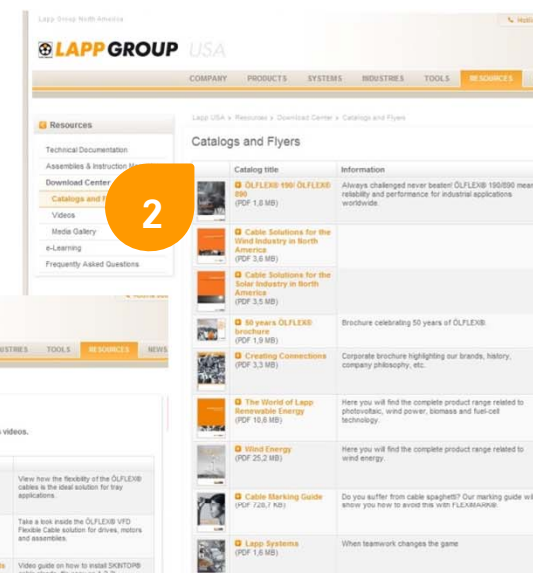
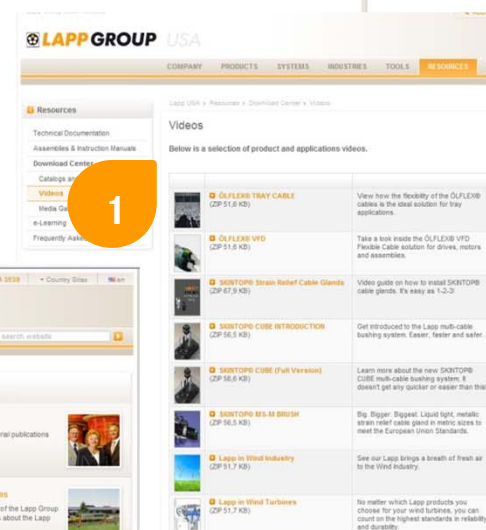
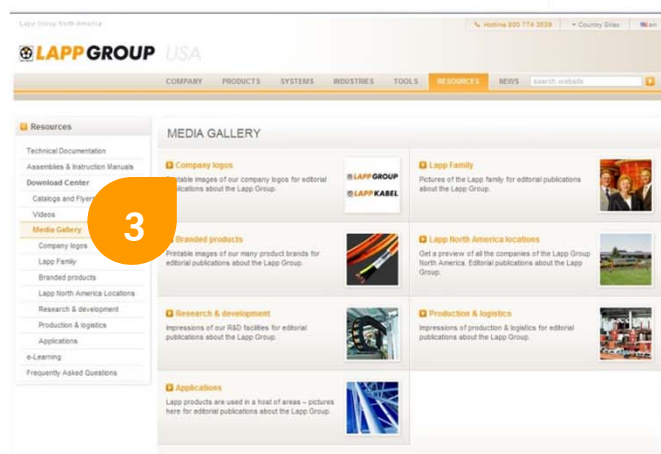
OLFLEX® **Flexible Tray Cable** You deserve a break...a break from complicated, costly, time-consuming installations. With our line of tray **cables**, you'll enjoy our legendary durability and high performance, plus even greater **flexibility** for faster installs. "Hand tough" and punch out sooner with OLFLEX® tray **cables**. Just what you need to stay ahead of the curve. Click here to browse our full line of **Flexible Tray Cables** or select any of our featured products below.

WHAT'S NEW! – Download Center



Mouse over the **TOOLS** tab on the top menu bar to view and or/download print and multimedia content.

1. Product/corporate videos
2. Corporate/product/application brochures
3. Image gallery

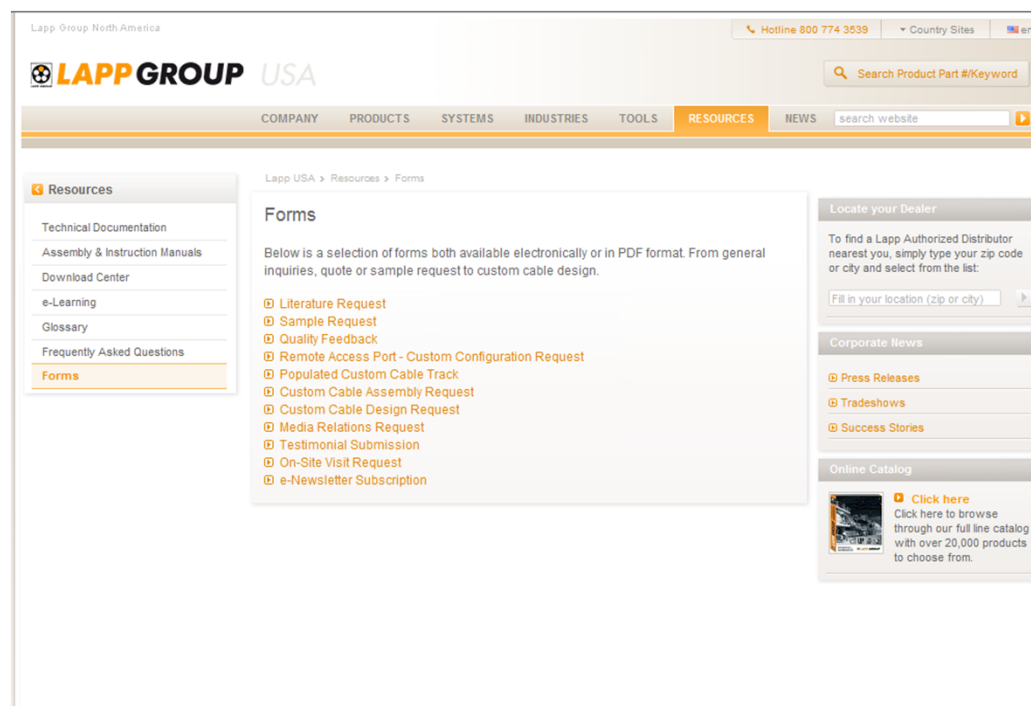


WHAT'S NEW! – Electronic Forms



In order to better answer to your needs and requests, we have developed many electronic forms intended to submit your general inquiries , custom product request all in real time.

They can all be found under the **RESOURCES** menu tab.



WHAT'S NEW! – Instruction Manuals



This NEW section can be found under the **RESOURCES** menu tab.

You can now access and download assembly and instructions manuals for most of our products including:

- SKINTOP Strain Relief Cable Glands
- EPIC Industrial Connector
- FLEXIMARK Marking System
- Cable Accessories

Simply click on the product of your choice and download the PDF document.

WHAT'S NEW! – Newsfeed



You can now access the new **Lapp Connect** newsfeed under the **NEWS** tab on the menu bar.

This newsfeed delivers engineering driven content and addresses pertinent issues for the wire & cable industry professionals.

The screenshot shows the Lapp Group USA website. At the top, there's a header with the Lapp Group logo, navigation tabs (COMPANY, PRODUCTS, SYSTEMS, INDUSTRIES, TOOLS, RESOURCES, NEWS), and a search bar. The 'NEWS' tab is highlighted. Below the header, the 'What's New!' section is displayed. It features a sidebar with links to 'What's New!', 'Press Releases & Articles', 'e-Newsletter', 'Press Contact', 'Tradeshows', 'Success Stories', and 'Useful Links'. The main content area has a title 'What's New!' and a paragraph stating that the section will feature product innovation, installation success stories, and corporate milestones. Below this, there's a headline 'LAPP USA SPONSORS TEAM NEW JERSEY AS PART OF THE NATIONAL 2011 SOLAR DECATHLON'. The text describes the U.S. Department of Energy Solar Decathlon challenge and mentions Lapp USA's support to Team New Jersey by donating various cable and cable accessories. A small image of a modern house is shown. To the right, there's a section titled '50 Year of ÖLFLEX in the USA' with a photo of a stage event. The footer of the website is not visible in this screenshot.



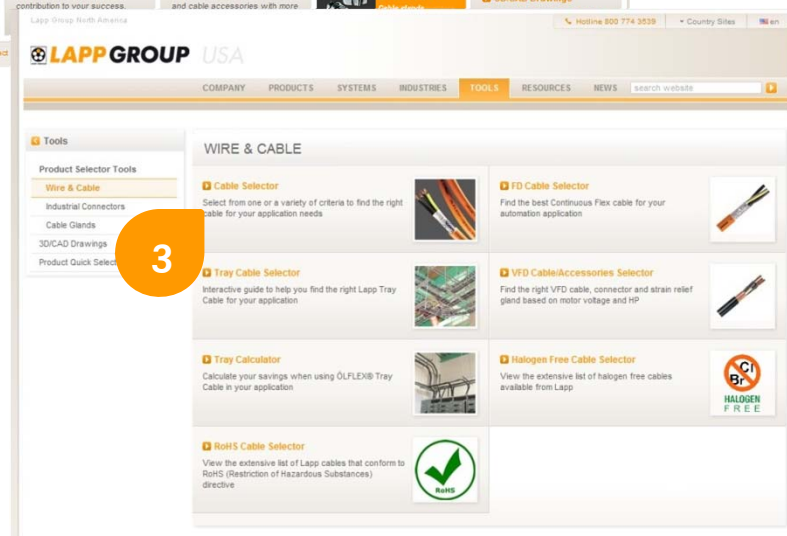
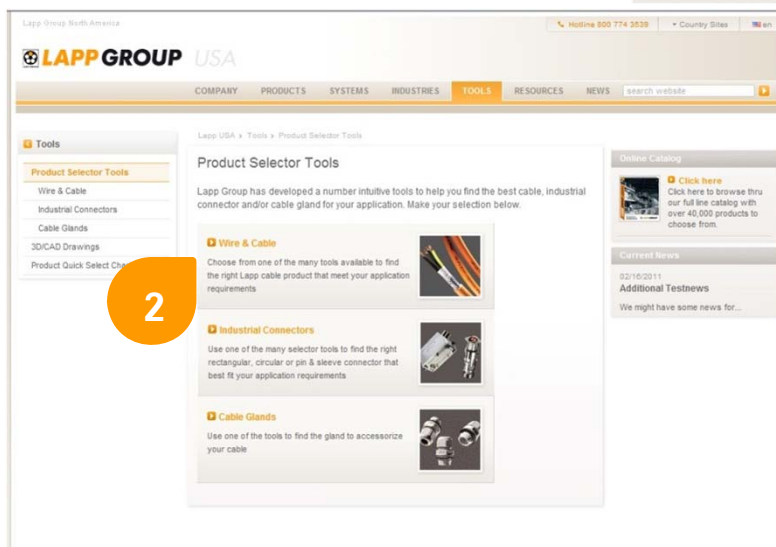
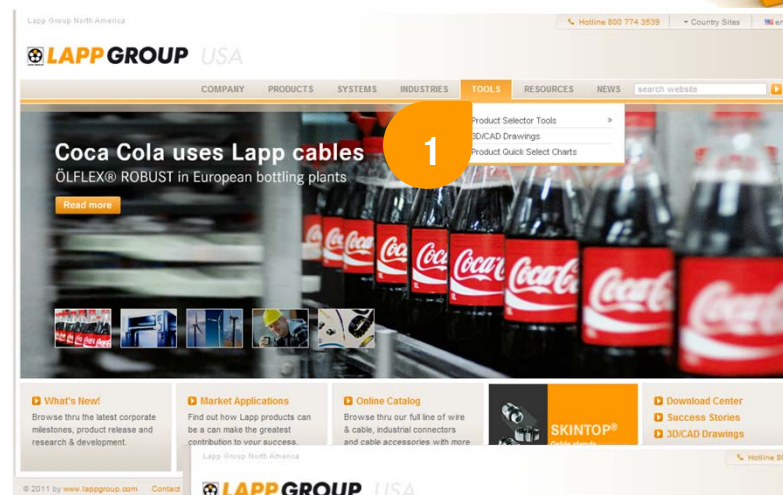
ONLINE TOOLS

Lapp has develop many online tools to help you select the best product for your application requirements.

ONLINE TOOLS – Product Selector



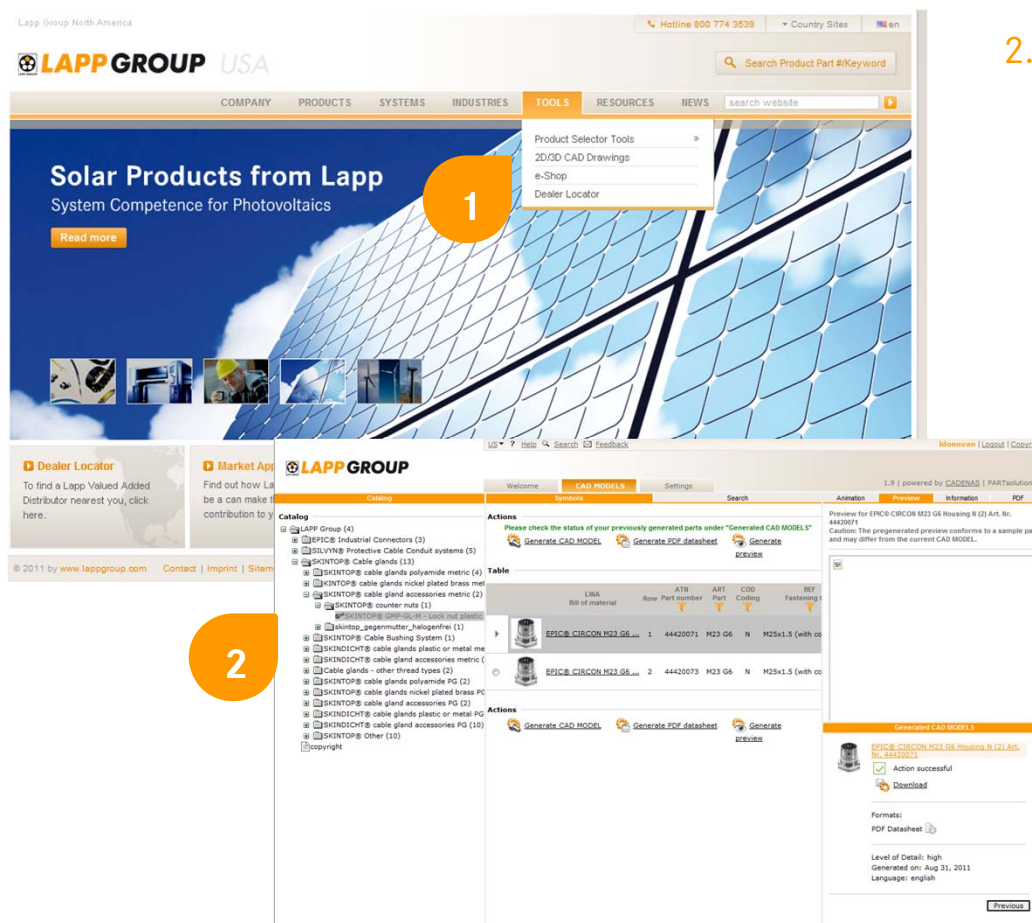
1. Mouse over the TOOLS tab on the top menu bar.
2. You can select a product filter tool for each of our main product group:
 - Wire & Cable
 - Industrial Connectors
 - Cable Glands
3. Each product group have their own intuitive product selector.



ONLINE TOOLS – 2D/3D CAD



1. Mouse over the **TOOLS** tab on the top menu bar.



2. Access to the 2D/3D CAD online tool is **FREE**.

- Drawings are available for the EPIC® Industrial Connectors SKINTOP® Strain Relief line and SILVYN® Flexible Conduit.
- Registration is required to download drawing.

SITEMAP - can be found on the bottom of every page

The image displays two screenshots of the LAPP GROUP USA website. The left screenshot shows the main homepage with a navigation menu at the top including COMPANY, PRODUCTS, SYSTEMS, INDUSTRIES, TOOLS, RESOURCES, and NEWS. A dropdown menu for 'TOOLS' is open, showing links to Product Selector Tools, 2D/3D CAD Drawings, e-Shop, and Dealer Locator. The main content area features a large banner for 'Solar Products from Lapp' with the tagline 'System Competence for Photovoltaics' and a 'Read more' button. Below the banner are three columns: 'Dealer Locator', 'Market Applications', and 'Online Catalog'. The footer contains copyright information and links to Contact, Imprint, Sitemap, Terms & Conditions, and Privacy Policy. An orange arrow points from the 'Sitemap' link in the footer to the right screenshot.

The right screenshot shows the 'Sitemap' page, which is titled 'Lapp USA > Sitemap'. It features a left sidebar with links to Contact, Imprint, Sitemap (highlighted), Terms of Trade, and Privacy Policy. The main content area is titled 'Sitemap' and lists various sections of the website:

- Company
 - Who We Are
 - Oskar Lapp & the Lapp Legacy
 - About Lapp Group NA
 - History
 - Global Values
 - Management
 - Andreas Lapp
 - Marc Mackin
 - Zack Cvitek
 - Mark Babcock
 - Manuel Sesate
 - Lapp Group Worldwide
 - The Brands
 - ÖLFLEX®
 - UNITRONIC®
 - HITRONIC®
 - SKINTOP®
 - SILVYN®
 - EPIC®
 - ETHERLINE®
 - FLEXIMARK®
 - Quality Management

CONTACT INFORMATION



Questions?

*Contact us at
marketingdepartment@lappusa.com*