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FOR IMMEDIATE RELEASE

Valin Corporation Launches New E-Commerce Website
New site allows for better customer service improved online experience

San Jose, Calif. (Aug. 17, 2016)—Valin Corporation, a leading technical solutions provider in San Jose Calif., announces it has launched its new e-commerce website, www.valinonline.com. The new user-friendly site provides customers with a complete self-serve customer service module that utilizes the most effective user experience practices.

Customer buying behavior is shifting as users are demanding more information online and more of a self-serve model. With the new site, Valin customers will have a platform with a direct source to collaborate. After the launch, the site will feature account management across multiple account users, favorite lists, order history, order tracking, order expedite, request for quote, among many other features. Additionally, we will continue to expand the platform to offer our customers the ability to manage their budgets, process RMA's, pay invoices, and directly collaborate with the Valin team through their account management portal.

"We interviewed our customers to understand their workflows and what their pain points were when interacting with Valin Corporation," said Anne Vranicic, Vice President of Marketing of Valin Corporation. "From this research we were able to develop a functional strategy for our new e-commerce site. The key was empowering the customer to do their job faster and more efficiently. Workflows were simplified and all data transfers are now automated."

Valin helps companies sustain a competitive advantage by addressing today's challenges with innovative technology and a sense of urgency. To visit Valin's new e-commerce site, please visit www.valinonline.com. For more information on Valin Corporation, please visit www.valin.com.

About Valin Corporation

Valin Corporation is the leading technical solutions provider for the technology, energy, life sciences, natural resources, and transportation industries. For 40 years, Valin has offered personalized order management, on-site field support, comprehensive training, and applied expert engineering services utilizing automation, fluid management, precision measurement, process heating, filtration, and fluid power products.

Valin was recognized as the 19th Largest Private Company by the Silicon Valley Business Journal and was on Industrial Distribution's Big 50 List coming in at number 46. To learn more about Valin's solutions and capabilities, please visit www.valin.com, or to browse our product portfolio please visit www.valinonline.com.

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