

Revamped Web site for electrophoresis products, 7/13:108

Hoefer's new Web site was designed to create a more positive experience with improved navigation, more product information, an enhanced storefront, and more technical literature available to download.

A dealer portal section has also been added to improve the communication of support materials with channel partners. The site was designed to resize to device-display resolution, enabling a better experience for desktops, tablets, and mobile devices.

To view the new Web site, visit www.hoeferinc.com.

Hoefer, 800-227-4750