



**POLARIS™
Laboratories**

POLARIS Announces Launch of New Website

FOR IMMEDIATE RELEASE

INDIANAPOLIS — POLARIS Laboratories™ has announced the unveiling of a completely redesigned website aimed at providing its users with a strong foundation of both fluid analysis information and guidance on managing an effective testing program. The site is easier to navigate and its technical content has been greatly expanded to give new users immediate answers to their initial questions and to help experienced users take existing programs to a higher level.

The purpose of the redesign was to maintain POLARIS' progressive image by utilizing web design techniques and best practices that enhance the user experience with both accurate and informative technical content and a more personal connection to the company. Devoting multiple sections to dynamic content, the site's home page now spotlights the company's newest products and services providing customers with the right tools for reducing maintenance costs and improving the effectiveness of their fluid analysis programs.

"The POLARIS website's new look is a reflection of our future direction as an innovative leader in fluid analysis," said Jacque Powers, Director of Marketing and Communications for POLARIS Laboratories™. "Our focus is on building stronger, more personal customer relationships by showing them what they should expect from a knowledgeable and effective fluid analysis provider. We want them to know that the people behind the production care about and understand what that three ounces of fluid means to our users."

"Our customers continually tell us that the site is a tremendous source of technical information — that we've become a very reliable go-to' source for direction on fluid analysis," Powers added. "So we've added even more content on a variety of topics from how to start a testing program to information on our newest products like program reviews and assessments and equipment list management."

The site's home page now gives users direct access to HORIZON® where they can view and manage their fluid analysis data. The web-based reporting application allows users to view test results and maintenance recommendations almost immediately after samples are processed. The software also provides users with access to several management reports they can use to keep sampling on track, pinpoint equipment problems by make, model and manufacturer and document data that can influence future equipment purchases.

Headquartered in Indianapolis, POLARIS Laboratories™ has additional testing facilities located in Houston, Salt Lake City and Edmonton, AB. POLARIS tests oils, fuels, coolants and metalworking fluids to help customers improve asset reliability and extend equipment life. For additional information on POLARIS Laboratories™, its testing capabilities, field services and training opportunities, contact Jacque Powers, Director of Marketing and Communications, at jpowers@polarislabs.com.

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