



Date: 19th August 2009
Subject: New website launch

PRESS RELEASE ~ PRESS RELEASE

Lyte Ladders & Towers is proud to announce the launch of its new website. The site introduces a brand new fresh look to the company who have been manufacturing access equipment since 1947.

The long anticipated new site, which is set to be launched in September 2009, is a welcome addition to the marketing strategy of the company and will be a driving force in enforcing the Lyte brand.

The site includes a range of features including a brief overview of our product portfolio, product information downloads, latest news and information in the world of access equipment and health & safety, export information, Hailo product section and much, much more. As well as having a download section for all our product instructions, where applicable, the site aims to give each user all the information they require for choosing the "right tool for the job".

Lyte Ladders & Towers portfolio has become one of the most varied in the UK and with the strategic collaboration, in 2008, between Lyte and the German manufacturer Hailo it has expanded even further.

Lyte is going from strength to strength but can only do this with the valued partnerships they have with its customers. The website is a key factor in maintaining these relationships and ensuring the Lyte customer has all the information they need at the click of a button.

Log on and have a look www.lyteladders.co.uk

For more information from Lyte, call their dedicated Sales Team on 01639 846800, fax 01639 841541 or email info@lyteladders.co.uk.

Ends.

If you would like further information, images or to arrange an interview, please contact the Marketing Department on 01639 846816 or email marketing@lyteladders.co.uk