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ROSS CONTROLS® UPDATES ONLINE SHOPPING CART New Features and Better Functionality Serve ROSS Controls® Customer Demands

(TROY, MI – February 2, 2017) – Within goals of improving the entire user experience across all channels, ROSS Controls® updated their shopping cart to include new features and better functionality overall to serve customer demands.

Launched in January 2017, the new ROSS® Shopping cart includes features that allow users to order products, track orders, track downloaded 3D model drawings, save multiple shipping addresses, manage their address book, and update account information at any time, in a completely secure environment.

"By balancing our website's appearance, ease of navigation, and available information, we aimed to improve the overall experience" said Scott Hilt, Marketing Manager of the North American Operations at ROSS Controls®. "The new, dynamic shopping cart tool is just one of many improvements coming to the website and has already been very well received by our customers."

ROSS Controls® set out goals to improve their brand, as an international leader in manufacturing of pneumatic valves and safety products for the fluid power industry, by better meeting consumer demand and expectations. Aside from the update to the shopping cart, ROSS® will be adding more features to the customer experience, like an easier way to identify and order valve service kits, coming soon.

Established and headquartered in Michigan since 1921, ROSS Controls® is an international designer and ISO-certified manufacturer of pneumatic valves and controls systems. An innovative and driving force in the pneumatic safety industry for over 50 years, ROSS® focuses on tailored technology to provide customers with a distinct value advantage. ROSS® has subsidiaries in Germany, Japan, the United Kingdom, India, Brazil, France, and China plus 145 worldwide stocking distributors.

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