

Skolnik revamps website

US steel drum manufacturer Skolnik Industries has revamped its corporate website. "It's clean, simple and two calls-to-action help you find the products you want or the information you need," says president and CEO Howard Z Skolnik. "We've created live links to many sources of our information. This means, for example, that if you are using our CFR Cheat Sheet, just click on a topic and it takes you to the specific CFR regulation," he continues. The new-look site also features length, pressure, temperature, volume, weight/mass and currency calculators in addition to updated FAQs regarding ordering, shipping, features, testing and quality. It also includes a list of some of the more bizarre questions the company has been asked, such as whether its drums can be used by daredevils wishing to go over Niagara Falls and whether or not they can be used as coffins.

www.skolnik.com

The screenshot shows the Skolnik Industries website homepage. At the top, there is a navigation bar with links for Home, About Us, Products, Resources, Newsroom, Request Quote, and Contact Us. A search bar is located on the left side. The main content area features a large image of 'SALVAGE DRUM' containers. A quote from Howard Skolnik states: "SKOLNIK manufactures steel containers that are thicker, heavier, and stronger than industry standards." Below this, there are two call-to-action buttons: "Looking to BUY? Get Started" and "Looking for ANSWERS? Find It Here". The footer contains a site map, privacy policy, legal notices, and contact information for Skolnik Industries, Inc. in Chicago, IL.