



SEM Products, Inc.
1685 Overview Drive
Rock Hill, SC 29730
Customer Care: 866-327-7829 | Fax: 803-207-8300
www.semproducts.com

TO: All Valued Customers

DATE: January 31, 2012

RE: NEW WEBSITE

We are pleased to announce that we have upgraded our website, www.semproducts.com, effective today.

The main purpose was to create an attractive, user friendly website that gives our customers easy access to information. Some of the changes are as follows:

- Updated site search – simply type in the part number, product name or keyword and get instant results!
- Dealer search function has been updated to incorporate Google Maps
- Simplified home page with better navigation and easier access to Technical Data Sheets and MSDS.
- Product Catalog has all new images and updated product variants. In addition, product videos are embedded on the individual product pages.

Please take some time to review the site and let us know your thoughts. We are excited about the release and feel it will be extremely informative to all of our customers.

As always, thank you for all of your support. If you have any questions, please contact Customer Care at 866-327-7829.

SEM Products, Inc.

cc: All Valued Sales Associates