



Media Contact
Laurie Batter
BatterUp! Productions
(o) 760-438-9304 (m) 760-518-9304
batterup@batterupproductions.com

Media Advisory – For Immediate Release

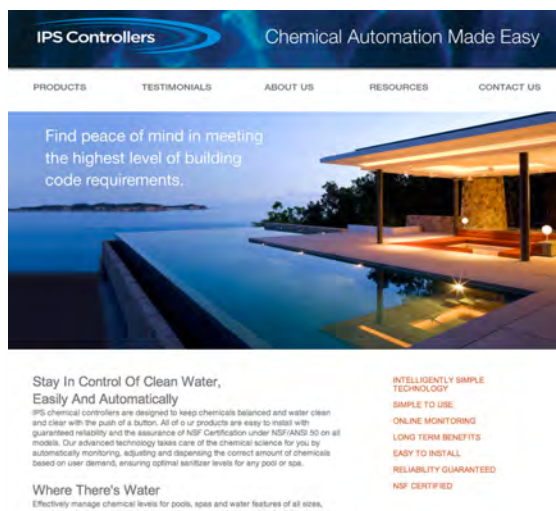
IPS Controllers’ New Website Delivers Enhanced Visitor Experience

Simple navigation with fast-loading content helps professionals correctly determine right chemical controller solution.

Temecula, California, January 28, 2014 – IPS Controllers, manufacturer of chemical controllers that make the science of affecting pH and ORP levels simpler and more efficient, announces the release of a new and improved ipscontrollers.com providing aquatic professionals and consumers with enriched content and enhanced navigation.

Visitors are easily guided to information they are seeking throughout the site with simple navigation, and fast-loading, quickly downloadable images and content.

“We intended to provide a significant change in how professionals and owners learn about our products online,” explained Chuck Woolstenhulme, CEO of IPS Controllers. “Not only is our new website more appealing to look at; more importantly, it delivers on a better experience for our visitors,” he added.



IPScontrollers.com was designed using the latest technology for simple, intelligent navigation. The site is compatible with today’s mobile devices and browsers – assuring ready access to content, on the job or in the office.

The new IPScontrollers.com includes extensive product information to help customers understand the complete range of chemical controller solutions offered. Visitors will enjoy these site enhancements:

- One click to learn about the products and the company.
- Product overview checklist to help manage sanitizer needs for every application.
- Description of available accessories.
- Access to technical descriptions including [typical installation](#), owners’ manuals, fact sheets.
- Testimonials from industry experts.
- Easy, one click contact for fast assistance and additional information.
- Over 50 [resource links](#).

IPS Controllers offers a full line of chemical controllers with a variety of features at different price points for pools, spas, and water features of all sizes. All IPS Controllers are quick and easy to install, NSF certified, and designed with simple technology that takes care of the chemical science by monitoring, adjusting and dispensing the correct amount of chemicals based on user demand.

Where there's water, there's IPS. To learn more about IPS Controllers call 877-693-6904, email info@ipscontrollers.com, or visit www.ipscontrollers.com.