

Media release

Friday 28 October 2016



Murray Irrigation

MILCast launches new website

MILCast today launched its dynamic new website www.milcast.com.au

The new online space highlights a variety of precast products, manufactured by MILCast, and will foster effective communication with customers.

The website allows users to browse the product range, download the catalogue and research products for their on-farm or commercial needs.

Interim Executive Manager for MILCast, Ms Suni Campbell, said the website was a welcome addition and is a great tool for new and existing customers.

“The new website showcases the variety of products available at MILCast, along with our additional services such as made-to-order products. The website will provide customers a concise overview of our business and has been specifically designed to be user-friendly,” Ms Campbell said.

“In-line with our new customer focus, we will soon be distributing regular MILCast updates via email to our customers. These emails will include company updates and allow interaction with the MILCast team. Customers can subscribe to our newsletter via the new website.”

Ms Campbell said the website was implemented after a recent review of the business, that identified a gap in customer communication.

“We need to effectively inform all current and potential customers of our brand and products and any new services we are planning to implement. We also need to have a presence in unexplored markets.

“The website provides the perfect way to do this and reflects not only our focus on customers, but our strong reputation as leaders in precast concrete products,” said Ms Campbell.

To view the new MILCast website, visit: <http://www.milcast.com.au>

Ends.

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