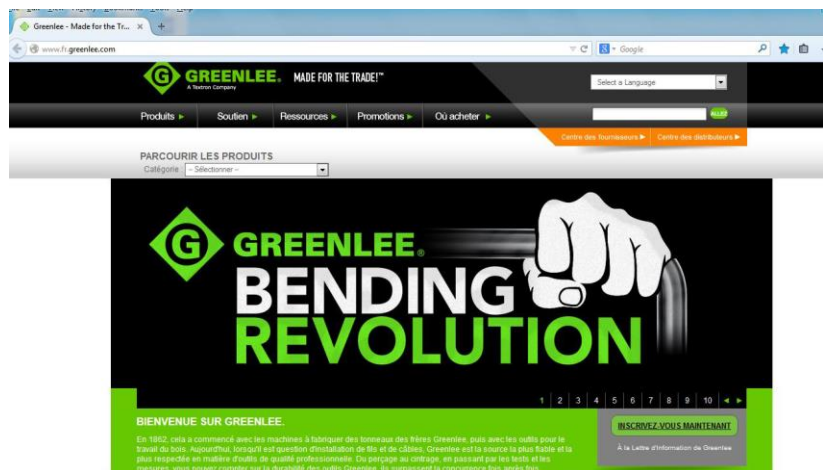


Date: 19 September 2014
Release: Immediate

Greenlee launches French Canadian version of its website

Rockford, IL. [Greenlee](http://www.greenlee.com) continues to drive efficiency for its French Canadian customers by launching a multi-language version of its website, www.fr.greenlee.com, in French Canadian and English.

“This new French Canadian version of the Greenlee website will enhance communication efforts with our growing customer base in this region of Canada,” said Neil Burns, Canadian National Sales Manager at Greenlee.



According to Kim Schleiff, Director of Marketing and Retail Sales for Greenlee, developing multi-language websites is becoming a growing trend for the company. “As Greenlee continues to expand globally, we find developing tools, like a multi-language website, can enhance customer communication and sales efforts with that specific customer base.”

Greenlee’s new French Canadian website has a new drop down menu in the right hand corner of the homepage that offers customers with the option to browse the site in French Canadian or in English.

All product, support, resource, promotions and Where to Buy pages are available in French Canadian, and customers will be able to view new product announcements, detailed product information, customer support and reference materials easier.

Greenlee [Greenlee](http://www.greenlee.com) is known as a global leader in the professional tool category. The Rockford, Illinois-based company develops high quality innovative products distinguished by customer-driven design and



differentiated by supply chain excellence. Greenlee also leverages its powerful brands such as Greenlee Communications, Greenlee Utility, Sherman + Reilly, HD Electric and Klauke in the electrical, construction and maintenance markets worldwide. More information is available at www.greenlee.com.

Textron

Textron Inc, is a multi-industry company that leverages its global network of aircraft, defense industry, and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell Helicopter, Cessna, Beechcraft, Hawker, Jacobsen, Kautex, Lycoming, E-Z-Go, Greenlee, and Textron Systems. For more information visit: www.textron.com.

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