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FOR IMMEDIATE RELEASE

**HammerTek Launches New Website: [www.hammertek.com](http://www.hammertek.com)**

Landisville, PA (November 26, 2007) – HammerTek, inventors of the Smart Elbow®, recently launched their website ([www.hammertek.com](http://www.hammertek.com)) that incorporates features which allow visitors to [request a free trial](#), [review product demonstrations](#), [obtain a quote](#), and complete a [one year warranty request](#).

The new and improved website contains over 40 pages, organized in a user-friendly format. “We realize our customers work in a global environment and need access to information 24 hours a day, seven days a week. This new site provides a wealth of information on the Smart Elbow and how it’s been a successful business solution across numerous industries,” explains Larry Hess, President of HammerTek.

One key addition to the site is the array of videos and [case studies](#) threaded throughout. These examples illustrate not only successful product applications, they also offer simplified product demonstrations. “These videos give our customers a ‘seeing is believing moment’ by providing first-hand accounts of how our Smart Elbow technology is applied,” says General Manager David Hunter.

In addition to the videos and case studies, HammerTek.com also includes multiple Smart Elbow [dimension drawings](#), allowing visitors to review a variety of different conveying applications, as well as the opportunity to [find a Smart Elbow Representative](#).

[North Star Marketing](#), a full-service marketing and branding company based in Lancaster, PA, developed the new website for HammerTek.

*HammerTek is the inventor of the Smart Elbow — a wear resistant, space efficient conveying elbow for pneumatic and slurry systems. Manufactured in the United States, the Smart Elbow’s deflection zone saves space while preventing product degradation and plant shut down due to elbow failure. For additional information, visit [www.hammertek.com](http://www.hammertek.com).*

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