Online Product Catalogue

Having been in the insulation blanket business for close to 30 years, Firwin Corp has built up an extensive pattern library of engine and exhaust components. What this means for our customers is that we are often familiar with the engine, silencer, catalyst, etc. that they are looking to cover – meaning that we quickly provide our customers with a quote without the need for drawings and dimensions.

With the advent of our new website, we decided to place our pattern library online. Visitors to our website can now search for by manufacturer make and model to see if we are already familiar with a their particular application.
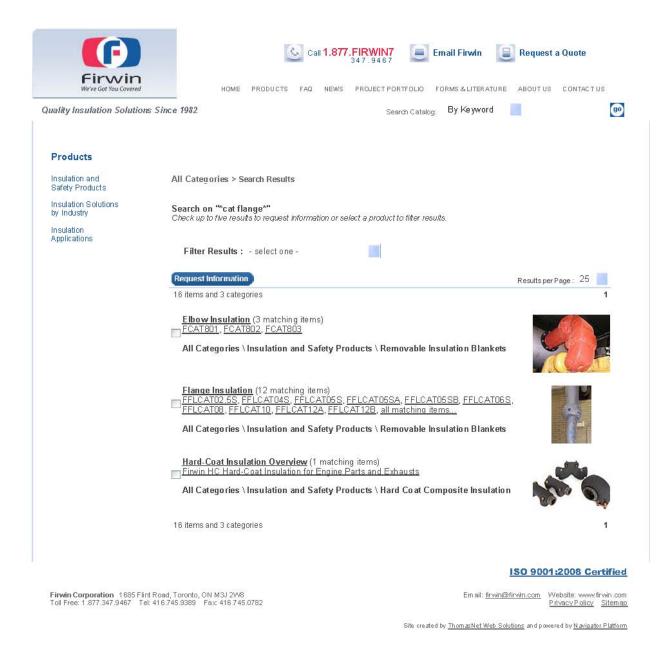
"Our online product catalogue contains the more popular engine and component make and models for which we receive blanket requests", said Sid Tannenbaum, Firwin's marketing manager and the person who oversaw the development of the new site. "It is important to note that we are constantly adding engines and components to our pattern library, so just because a particular make or model does not appear on our site, does not necessarily mean we do not have an existing pattern for it", said Sid.
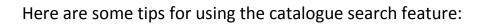
Of course, with the vast number of engines and exhaust components existing in the market-place, many inquiries do require dimensions, drawings, and photos for a proper quote to be generated. This is especially true for exhaust piping, which varies from one application to the next.

The product catalogue is accessed automatically a web visitor selects any item under' Insulation and Safety Products', or under 'Insulation Applications'. Every

page on the website also has a 'Search Function' at the top right hand corner of the page, where one can search the catalogue by keyword or by item number. Keyword searches can be by the type of insulation one is looking for (e.g. Hard Coat), or by a particular industry or application (e.g. 'mining' or 'silencers'). The item number search is for those how are familiar with our product code and looking for a specific item or item type (e.g. 'FFL' will list all the flange covers).

Example of Catalogue Search for "CAT Flange"

Here are some tips for using the catalogue search feature:

1. **Use wildcard symbol (*) for partial Keyword searches.** For Part Number/Custom searches, leading and/or trailing wildcards are allowed (i.e. *AS100*).
2. **Avoid numerical criteria in Keyword search.** For specific item numbers, try the Part Number search. For product specifications, try the Search Items feature available throughout the catalog.
3. **Use fewer keywords or part numbers.** Try fewer keywords or part numbers to start with and then build on your initial results by adding more.
4. **Make your search more general.** For example, instead of using specific part numbers, try using the generic product category.
5. **Check your spelling.** Are the words in your query spelled correctly?
6. **Try using synonyms/abbreviations.** Maybe the product you are looking for uses slightly different words, like "cm" instead of "centimeters".
7. **Avoid special characters.** Characters such as @, #, ^, % often produce zero results.

"The main purpose for putting the library online was to make it easier for customers to locate a particular engine or exhaust component", notes Sid. "We are receiving a number of RFQ's from within our catalogue for specific engines, silencers, and the like – so it seems to be working well!"

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