

Firwin Website Expands its Spanish and French Pages

With the advent of the web, boundaries and geographic distance are becoming less of a barrier than they used to when it comes to doing business. "While most of our business is still North American, we are seeing an increase in inquiries from overseas", notes Sid Tannenbaum, Firwin's Marketing Manager who is also charged with managing the company's web site. "These overseas inquiries come almost exclusively via the web."

Language barriers, however, can still make it difficult for non-English speakers to properly navigate and understand a web site. To make the company's site more friendly to non-English speakers, visitors to the web site can now link to a French and Spanish version. "The links are accessed via the flag icons at the bottom of the home page", said Sid. "Clicking on the flag will actually take the visitor to a condensed version of our website, in their native language."

These foreign language websites are maintained via [Thomas Global](#). So far, these "mini web sites" are only available in French and Spanish. "We also have a Brazilian Flag icon, but for now, Portuguese speakers can only access a paragraph giving an overview of our company and products", said Sid. Firwin is working with [Thomas Global](#) to expand its Portuguese version, and add other languages as well.

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