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JMP LAUNCHES FEATURE-LADEN WEBSITE

JMP, leading manufacturer of engine cooling and general purpose pumps, bronze and flexible impellers, and seawater strainers for OEM and aftermarket, has launched a new feature-laden website. The domain remains www.jmpusamarine.com.

Optimized for mobile devices, the information-rich website is easily navigated by industry professionals and consumers. The site is SEO-optimized and a robust search feature displays JMP and replacement part numbers and photos for fast, accurate product identification. Detailed information is provided through exploded parts diagrams as well as JMP's 64-page downloadable catalog.

"While it's a very attractive design, our goal in upgrading our website was far more than a mere facelift," said Frederick Leidecker, JMP Marine operations manager. "We want our customers to find the exact part they require without spending needless time searching."

For over 40 years, JMP Corporation has manufactured marine components in its ISO 9001-certified facility. The company has distributors in 22 countries across the globe, with eight in North America alone.

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