



FOR IMMEDIATE RELEASE

**WIKAI launches buywika.com to update processes, expedite orders**

**LAWRENCEVILLE, GA (October 28, 2016)** -- WIKAI Instrument, LP, has launched a new e-commerce site, [buywika.com](http://buywika.com), to better support customers who need to purchase instrumentation in limited quantities.

Through buywika.com, customers can quickly and easily select the pressure gauge or pressure transmitter model needed, determine product availability, view the data sheet and product photos, and purchase items at WIKAI's established suggested retail price.

"Before launching buywika.com, we primarily had manual processes in place to support customers with smaller orders and requests," said Jim Zielinski, vice president of sales operations. "While the processes worked, they didn't offer the efficiency that an ecommerce system provides – efficiencies that have become the standard, not the exception in today's market place."

The buywika.com site features a product wizard to help customers to select the right instrument by entering required specifications, such as pressure range and connection size. Or, customers who know the item number of the product they need can enter it in the item search feature and add it to their cart. Customers receive email confirmation after placing an order and are also notified when products are shipped.

"If customers require assistance with a purchase, WIKAI's inside sales team and technical support is still available by phone or email," Zielinski added. "That's not changing."

The buywika.com site takes most major credit cards for payment to further ensure a hassle-free experience.

**About WIKAI Instrument, LP**

For almost 70 years, WIKAI has continuously advanced pressure gauge, pressure transmitter and temperature measurement instrumentation. We have used our experience to develop a broad selection of stock and custom instrumentation solutions and professional services to support plant safety, productivity and profitability. A global leader in lean manufacturing, WIKAI annually produces more than 43 million pressure gauges, diaphragm seals, pressure transmitters and thermometers worldwide for a variety of industries.

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**Company Information:**

WIKAI Instrument, LP  
1000 Wiegand Boulevard  
Lawrenceville, GA 30043  
[www.wika.com](http://www.wika.com)  
Website: [www.wika.com](http://www.wika.com)

**Media Contact:**

Jill Winkler  
Email: [jill.winkler@wika.com](mailto:jill.winkler@wika.com)  
Phone: 678.739.2593

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