

# NEWS RELEASE

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## **PATTERSON MANUFACTURING LAUNCHES REVAMPED WEBSITE**

### **NEW SITE INCLUDES PRODUCT VIDEOS, SAVINGS CALCULATOR**

(PITTSBURGH, PENNSYLVANIA) – Patterson Manufacturing, a world leader in barge rigging for more than 150 years, announced that it has launched a newly redesigned website, [www.pattersonmfg.com](http://www.pattersonmfg.com).

The site's most innovative new feature is the YoYo® Winch Savings Calculator (<http://www.pattersonmfg.com/calculator.html>), which allows barge owners to learn how much they could save by switching to the YoYo Winch. Users enter several figures (number of boats running tow, boat cost per hour, number of locks to traverse per haul, etc.), and the tool automatically calculates the total return on investment and seven-year savings possible by switching to the YoYo. The tool also provides an estimate of lost savings opportunities for those who delay making the switch.

The new site also features downloadable videos for four of the company's flagship products: the YoYo Winch, the Low Profile Strap Winch, the Three Shaft Manual Winch, and the Barge Connector Winch. Videos for the latter two products are available in English, Spanish, and Portuguese. The YoYo Contrast Video, also available, demonstrates how well this revolutionary new winch design performs vs. ratchets.

Complete specs and downloadable product literature, bold graphics, and an intuitive user interface make the new Patterson site a useful tool for barge professionals.

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For more information, call David Hindman at (866) 489-0052 x705.

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