

## Sogefi has improved the IAM brand websites

Sogefi is pleased to launch a refreshed, more customer friendly and more informative set of IAM brand websites: Purflux, Fram®, CoopersFiaam, Tecnocar and Sogefi Pro are now live.

The updated sites include layout and structural changes:

- The sections: “online catalogue”, “fitting instructions” and “product information center”, are now top of page for quick accessibility
- In the section “quick Number Finder” a search bar has been added to the online catalogue in order to find products in an easier way; inside the fitting instruction section you can find documents ready to be downloaded - by clicking on the Product Information Center (PIC) you arrive straight away to the last 3 months “New To Range” filters releases
- the product and service page now includes all relevant information related to our products - PIC and New Product - Product Information Bulletin (PIB)

We’ve also added key video content for garage professionals:

- new videos for mechanics, detailing fitting process for specific products (when operation requires dedicated technique or tooling) – available in the French and English versions
- enriched Product Information, with videos detailing the performances of Diesel3Tech™ and Diesel3Tech+™, as well as Chevron pleat advantages.

We invite you to subscribe to our newsletter - always be informed, up to date and in line with our products/references. These changes are all designed to make your experience of our web sites that much better.

Sogefi is a global leader in automotive original equipment and aftermarket components. In the Independent Aftermarket, is one of Europe’s leading vehicle filter suppliers, providing the same high level quality features of the OE/OES products.

Stay tuned with us through the brand websites: [www.purflux.com](http://www.purflux.com), [www.fram-euope.com](http://www.fram-euope.com), [www.coopersfiaam.com](http://www.coopersfiaam.com), [www.filtritecnocar.com](http://www.filtritecnocar.com) and [www.sogefipro.com](http://www.sogefipro.com).