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**Cool-Lux Enhances Customer Experience with New Website**

**BARTLETT, Ill. ( February 1, 2012)** — Cool-Lux, a leading innovator and manufacturer of video and film lighting products has updated their website, [www.cool-lux.com](http://www.cool-lux.com) reflecting the company’s customer-centric approach and rapidly expanding product line . The revamped website provides an improved information center and customer service resource for the Cool-Lux’s brand and their comprehensive line of products within the lighting industry.

“We focused on the customer experience, directing our efforts to integrating elements of accessibility, simplification, customer support and enhanced navigation to improve the way we communicate with online users,” said Bob Higgins, sales and marketing manager of Promark International, manufacturer of Cool-Lux products. “By moving from a brand and a product-focused page to a more customer-centric layout, visitors can easily access information built around their own focus and needs.”

Website visitors can access information about the Cool-Lux brand using the information center on the home page. This includes recent updates in the lighting industry with the “News Feed” section, updated Cool-Lux tradeshow and event information with “What’s Happening” and an “About Us” widget, which highlights Cool-Lux achievements.

The improved Cool-Lux.com offers a convenient search bar, allowing customers to easily search for and find Cool-Lux products. The detailed product display area is sorted by model and shows the main components of the accessories, how they work and is accompanied with various lights and solutions that are similar to the product searched for which may better suited.

**About Promark International LLC**

Promark engineers, designs, manufactures and sells a variety of photographic and video lighting products and light shaping accessories. Promark is located in a new 96,000-square-foot, state-of-the-art manufacturing facility in Bartlett, Ill. Brands in the Promark family include Photogenic Professional Lighting ([www.Photogenic.com](http://www.Photogenic.com)), Smith-Victor ([www.SmithVictor.com](http://www.SmithVictor.com)), Norman ([www.Normanlights.com](http://www.Normanlights.com)), Cool-Lux ([www.Cool-Lux.com](http://www.Cool-Lux.com)), Logan Electric ([www.LoganElectric.com](http://www.LoganElectric.com)) and Speedotron ([www.Speedotron.com](http://www.Speedotron.com)). For more information, visit [www.promarkbrands.com](http://www.promarkbrands.com).

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