



ADMAR's newly designed and enhanced website

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ADMAR, one of New York and northern Pennsylvania's largest independently owned construction equipment rental and sales company, recently unveiled a newly designed and enhanced website. The new site offers customers a one-stop source for all of their construction equipment needs.

Focused on ease of customer use, the new site provides ADMAR customers with an easily navigable virtual experience. Users can identify the equipment they are interested in, download specifications on that product and locate the most convenient ADMAR branch that carries it. The site also provides updated product images, giving customers the ability to see the product and evaluate its ability to meet their needs.

The new ADMAR website also offers an advice-and-help page, equipment training sign-up opportunities, product videos and links to ADMAR's used equipment on eBay and Machinery Trader websites.

The first phase of the site was launched in February. Phase II, which will include a mobile optimized version, will launch in the next few months.

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