

22 e-New & e-Improved!

Dillon's New Website

By Gary Kieft, Sales Manager

About noon on July 19, 2007, the new Dillon website opened for business. For several years we compiled a list of desired changes to our existing website, and at the beginning of the year we started to put these into effect. Not everything we plan to include has been completed, but we're quite proud of our new look, and the ease of ordering and navigation.

There are two menus on the home page. On the left side – extending vertically down the page – is our product menu. Above the menu is a search engine, which works using a stock number or an item description. The product menu has our reloading products and accessories grouped at the top, with other product groups below in alphabetical order. At the bottom of the product menu is a place to sign up for a monthly newsletter. This newsletter will typically be short, highlighting newly added products, any firearms legislation we believe you should be aware of, and any specials.

Across the bottom of our home page is a three-layered menu, highlighting "Specials & Close-outs", "New Products" and "Browse by Brand." Click on one of these, and you will see a point below them to click to view all of the items in these categories.

The bottom right corner of our home page shows your shopping cart. As you add items to your shopping cart, thumbnail pictures and descriptions of your items are displayed here. This way you don't need to go back to your shopping cart to see what you have on order. From here you can click on a thumbnail for additional information on a specific item, and items can also be removed from the shopping cart here with one click. We have worked very hard to design a simple, easy to use, easy to understand shopping cart, using cutting-edge software. I can't say enough good things about our web designer, BBB Systems (bbbsystems.net). They simply are the best!

Across the top of our home page is a menu of information and ways to contact us.

- "About Us" provides a brief history of Dillon Precision, and the plane crash that put things in motion for the development of modern progressive reloading equipment.

- "Retail Store" lists retail hours, days open, tour information, a link to a map of our location, plus a few photos of our retail store.

- "International Orders" provides a list of items

that cannot be shipped outside of the U.S., explanation of international shipping fees, and an e-mail contact link for our international Sales department.

- "Catalog Request" is just that. Here catalogs may be requested for International as well as domestic addresses.

- "Contact Us" is where you may e-mail questions or comments to us. If you are an International customer, please click the box designating you are outside the continental U.S. so your e-mails are directed to our international Sales Department.

- "Manuals" has all current Dillon Instructional manuals in a pdf format for easy downloading. If you need a manual for Dillon reloading equipment not listed here, don't fret. Send us an e-mail and we'll send a copy via the Post Office.

- "Technical Help" is the place to go for assistance on reloading equipment problems. If you don't resolve a problem here, then e-mail links are

here, in case you are too shy to phone us, or are trying to reload at 3:00 a.m.

- "Articles" has all of the articles that have appeared in *The Blue Press*, going back through October of 2005. Articles are in pdf format so you can easily download them.

- "The Forum" is the place for Dillon users to post questions, answers, and to share information. By answering questions here, a database of information is being built up for all to share.



We do request that no specific loading data is posted, but component recommendations are fine.

So if you have a question you can't find the answer to elsewhere, post it here, or do a search. This way, if you are loading at 3:00 a.m. and you aren't sure of something, you might find an answer allowing you to keep cranking out ammunition. At the bottom of the Forum is a listing for Firearms Legislation. Here is where we will post links to impending legislation as we become aware of it. Up-to-date information is critical to keeping our Second Amendment rights. We dodged a big bullet recently with the retraction of proposed regulations from OSHA. When new regulations are proposed, we will provide a link here to it.

In the future you can look for additional content to our website. Additions planned for the future include the ability to order individual machine parts, video clips of our reloading machines in operation, and order tracking information. Feel free to browse our site, and send us comments and suggestions. Our website is meant to be more than just a pretty face!