



**ACIMALL**

Associazione costruttori  
italiani macchine  
ed accessori  
per la lavorazione del legno

*Italian woodworking  
machinery and tools  
manufacturers' association*

**Acimall**

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**ACIMALL ON WEB: THE NEW SITE**

The **new website of Acimall** ([www.acimall.com](http://www.acimall.com)), the Confindustria-member association of Italian wood and wood-based materials technology manufacturers, has been online for a few weeks.

This industry has a huge export share, above 90 percent in many companies, therefore it considers all tools for global promotion.

The new website leverages the latest web technology and practices, increasingly widespread and "mobile", less and less constrained to desks and large monitors, faster and tangible, a tool to find exactly what you are looking for, very quickly.

Multimedia, first of all. It perfectly fits any device, from pc to smartphone, with clearly organized and lean contents, putting information for member companies in the foreground without forgetting to support those who want to improve their knowledge of the wood machinery business.

The layout of [acimall.com](http://acimall.com) follows the current trend of "information bricks" that can be easily built and organized through a simple and intuitive back-office interface.

High visibility for news and links to other entities of Cepra's world, namely the biennial industry exhibition **Xylexpo** ([www.xylexpo.com](http://www.xylexpo.com), organized by the association) and the publishing business offering **Xylon** and **Xylon International** ([www.xylon.it](http://www.xylon.it)).

Another service in the foreground, highly appreciated by Acimall website visitors, is the **catalog of member companies**, available in nine languages: Italian, English, French, German, Spanish, Chinese and Portuguese have been recently complemented by Russian and Turkish.

A great effort has been made for optimization, so that the website and its contents can be effectively "detected and evaluated" by the leading search engines.

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