

For Immediate Release
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CrystalVision Launches New Web Presence for Middlesex Gases & Technologies, Inc.

Portsmouth, New Hampshire, April 20, 2011. Middlesex Gases & Technologies, Inc., a leading supplier of specialty gases in New England recently launched a new web presence.

The site, MiddlesexGases.com, showcases the extensive knowledge, support and safety of gases used in the biotech and life sciences markets along with an industrial gas component servicing the manufacturing and welding sector.

For over sixty years Middlesex Gases & Technologies (Everett, MA) has continuously distributed a wide range of specialty & industrial gases used in every major University, Research Laboratory and manufacturing facility in New England. Since its inception in 1949, Middlesex has proven itself to be a trusted and reliable leader for the specialty gas industry.

"CrystalVision understands our dual role in the gases market between research grade and complex mixes to bulk gases used in the welding trades and were able to differentiate the two seamlessly into the web design," states Ron Perry, Sales & Marketing Director at Middlesex.

"The original Internet presence for the company was a misrepresentation that reflected a welding gas company that also did specialty gases, and this needed to be reversed without losing share in a very tight and competitive market," comments CrystalVision President Deb Brewer. "Branding, messaging, optimization and traffic flow were all crucial components as we successfully transitioned the web site," Brewer concludes.

About CrystalVision, Inc.:

CrystalVision is a full service web application development and search engine optimization firm that has been providing innovative and award-winning results for its clients for over sixteen years. CrystalVision's expertise is in fully-integrated, customized solutions that include web application design & development, e-commerce & security, content management systems & maintenance, global and geo-targeted ("Local Search") search engine marketing, social media marketing and many other specialized web & e-marketing services.

To find out how CrystalVision can help your company achieve its online goals, contact them at 603.433.9559 or visit their web site at: www.cvwp.com

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