**+++ Press Release +++**

**POSITAL Launches WebShop for Online Purchases**

**Hamilton, New Jersey, January 31, 2023 ­–** POSITAL has launched its new [WebShop](https://www.posital.com/en/posital-webshop.php) for buyers of encoders, inclinometers, linear position sensors and related accessories. This service complements the company’s [Product Finder](https://www.posital.com/en/products/product-finder-overview.php) portal enabling customers to explore POSITAL’s enormous range of product options and to purchase products online.

For more than 15 years, POSITAL’s ‘mass customization’ production processes have been at the core of the company's business model, offering customers a wide selection of product configurations. (“One Million Sensors at Your Fingertips!") With this system, customers specify the product features they need using the menu system in POSITAL’s online Product Finder tool. This includes a wide range of performance characteristics, mechanical properties, and communications interface options. The system selects products that meet these requirements and provides the user with product codes, data sheets, manuals and certificates, and 2- or 3-D CAD drawings in major file formats. A 3-D drawing viewer is available to help engineers visualize how a device will fit onto their projects. Once an order has been placed, the system initiates the assembly of the required product(s) at POSITAL’s digital factory.

WebShop is intended to complement POSITAL’s international network of distributors. Christian Fell, head of POSITAL’s American operations comments “Our distribution partners will continue to play an important role in supporting customers, especially for larger orders, However, we believe that WebShop will be useful for maintenance personnel or system integrators who need to source a ‘special’ encoder or other device as quickly as possible to get their system up and running.” Now customers can complete the selection and purchase process, end-to-end, without leaving the Product Finder portal. Minimum order quantity? One! Finished products can be delivered anywhere in the world.

The enhanced Product Finder portal has several other features to support customers. [EncoderMatch](https://www.posital.com/en/encodermatch.php) is a highly-effective tool aimed at the MRO or spare parts business that simplifies the task of finding compatible replacements for defective incremental encoders. By identifying the manufacturer and model number of the original device (information that is usually available on the nameplate) maintenance staff or technical buyers can quickly find a suitable replacement from POSITAL’s extensive product portfolio – regardless of the original device’s manufacturer. No special expertise or technical knowledge required! Once a suitable replacement has been identified, the portal will provide detailed data sheets, CAD drawings and other supporting information. The combination of EncoderMatch and WebShop streamlines the process of sourcing and ordering hard-to-find devices.

**About POSITAL**

POSITAL is a supplier of advanced industrial position sensors used in a wide variety of motion control and safety systems. The company is also an innovator in product design and manufacturing processes and a pioneer of Industry 4.0 (Industrial Internet of Things/IIoT), offering customers the benefits of built-to-order products combined with the price advantages of mass-production. POSITAL is a member of the international FRABA group, whose history began in 1918, when its predecessor, **Fr**anz **Ba**umgartner elektrische Apparate GmbH, was established in Cologne, Germany to manufacture relays. Since then, the company has played a trendsetting role in the development of rotary encoders, inclinometers and other sensor products. POSITAL’s sister company, UBITO, specializes in the development and commercial applications of Wiegand technology, an exciting tool for motion sensing and energy harvesting. POSITAL and UBITO have a global reach with offices in Europe, North America and Asia – and sales and distribution partners around the world.

**Photo** (see attachment - in JPG format):

Caption: WebShop facilitates online purchases of products from POSITAL’s enormous portfolio of position and motion sensors and accessories.

###### **Further Information**

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