



PRESS RELEASE
For Immediate Release

H.J. BAKER LAUNCHES NEW TIGER-SUL PRODUCTS WEBSITE

New site features responsive design for optimized viewing across multiple platforms

SHELTON, Conn., USA – (Mar. 24, 2016) – As Tiger-Sul Products –a global leader in sulphur bentonite, micronutrient-enhanced Sulphur– looks to the future of the industry, the company has launched an interactive and mobile friendly website, to ensure customers receive the highest quality experience when searching for information from the company.

The new Tiger-Sul website features a streamlined architecture that delivers an enhanced user experience and makes it easier than ever for visitors to find information on the leading-edge products, services, and support that Tiger-Sul offers. Equally important, the new site features a responsive design for optimal viewing on all platforms.

“One of Tiger-Sul’s core values is service – doing everything we can to ensure we provide our customers with product information that assists them in generating the best value for their fertilizer dollar,” says Don Cherry, President, H.J. Baker Crop Performance Division/Tiger-Sul Products.

“More frequently than ever, our agricultural customers are accessing information through mobile devices,” Cherry adds. “We felt it was important to employ responsive design in the development of our site to give growers, retailers and agronomists alike quick and easy access to the data and information they need to make well-informed decisions on incorporating sulphur-based fertilizer into their production regimens.”

Another key enhancement to the new Tiger-Sul website is the addition of the company’s Tiger University content, including access to webinars, white papers, field-trial data, and valuable plant diagnostics imagery and information.

The new website is live now at www.tigersul.com.

H.J. Baker is committed to adding value to the products and services it provides as a global manufacturer and supplier in the animal health and nutrition, crop performance and sulphur industries. Family owned since 1850, H.J. Baker builds trusting relationships that last decades. We invest in ongoing research, product innovation and manufacturing excellence so that our customers have the best opportunity to succeed. H.J. Baker supports environmentally sustainable practices and our dedicated employees are active in the communities where they live and work. H.J. Baker & Bro. Inc., is headquartered in Shelton, Connecticut.

Tiger-Sul Products is a wholly-owned subsidiary of H.J. Baker & Bro., Inc. Tiger-Sul Products is a global leader in Sulphur Bentonite, Sulphur Bentonite Micronutrients technology, and other well-established products with more than 40 years of operational excellence.

For more information on H.J. Baker visit www.hjbaker.com and connect on social media on Facebook and Twitter.

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