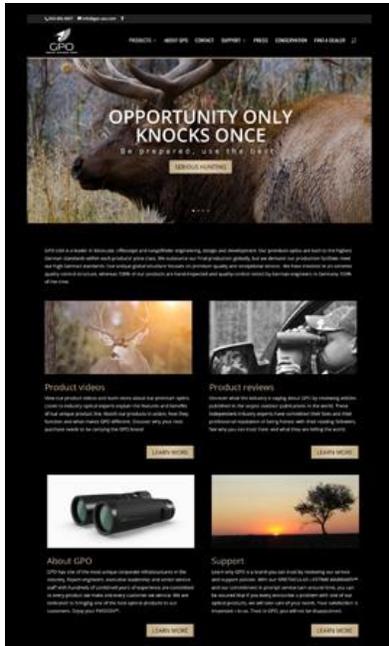




GERMAN • PRECISION • OPTICS

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**



**German Precision Launches New Website**

**RICHMOND, Va. (May 14, 2019)** — German Precision Optics (GPO) USA announced the launch of its newly revamped Website today. This redesigned site boasts a clean design as well as an intuitive and consistent site-wide navigation system with improved functionality that directs visitors to the information most relevant to their needs.

The new site introduces a range of new content including a dealer locator, enhanced shipping/order system, demo sales, product demonstration videos, a press page, an accessory page, a promotions page, an awards page and a page to download product images and catalogs. By moving to a WordPress/WooCommerce platform, the Website loading speed has increased by 20 percent. Additionally, the shopping experience is now enhanced by being self-hosted within the [gpo-usa.com](http://gpo-usa.com) domain.

“While our former site served us well, it was important to us to be able to deliver a better user experience to our customers, bringing more intuitive navigation in a more simplified way to deliver information on our products,” said Michael Jensen, GPO USA owner and CEO. “These updates show the evolution of our company since its founding three years ago, and they pave the way for how we are growing and moving forward.”

Among the new features, the site contains integrated social media buttons for Facebook and Twitter to foster improved communication with clients. The website will be updated on a regular basis with news of product launches, business activity, corporate milestones, events and press releases. Customers are encouraged to explore the website and sign up for direct emails from the company at the bottom of the [www.gpo-usa.com](http://www.gpo-usa.com) main page.

### **About GPO USA**

German Precision Optics was founded on the premise that design, engineering and quality management is 100 percent controlled in Germany to its strictest standards, yet products can be produced at some of the largest production facilities around the world. This unique corporate structure allows GPO to offer the highest quality products with better features at a significantly better price. The company is 100% confident that all of its products will not only function perfectly but will exceed all expectations. Therefore, GPO, USA has created an industry-leading Spectacular Lifetime Warranty™. With outstanding professional service, GPO USA will take care of its products before, during, and after the purchase at no charge - EVER. Founded in 2016, GPO has its US headquarters in Richmond, Va. For more information on GPO US visit [www.gpo-usa.com](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667.)

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