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**Pereles Bros., Inc. Launches New Website**

**Milwaukee, WI – October 27, 2009** – Pereles Bros., Inc., one of the Midwest’s most respected plastic injection molding companies, has launched a newly designed website providing new and existing customers with comprehensive information regarding the company’s product and service offering.

“This year, we are focused on a company-wide initiative that will help us better communicate our capabilities and service offering,” explains Ted Muccio, president of Pereles Bros., Inc. “Our goal is to make our customers aware of the benefits of partnering with a company that has established its expertise and reputation since 1925.”

The new Pereles Bros., Inc. website highlights the company’s history, service philosophy, certification status, thermoplastic injection molding capabilities, and value-added services. Users are also able to contact sales, engineering and quality staff directly, as well as upload design files and Request for Quote submissions. In addition, service literature, feature articles and educational resources are available for download.

Since 1925, Pereles Bros., Inc., one of the Midwest’s most respected plastic injection molding companies, has provided its diverse client base with a customer-focused approach to the design and development of specialized, one of a kind, Original Equipment Manufacturer (OEM) products. The company offers cost-efficient design and prototyping assistance, material selection and technical assistance throughout the production process. In addition, they provide an array of value-added services designed to improve ROI for customers. Located in Milwaukee, WI, Pereles Bros., Inc. is an ISO 9001:2000 Certified Manufacturer serving a broad range of industries including medical, foodservice, house wares, automotive aftermarket, electrical, power tools, lawn & garden, and more. For more information, visit [www.pereles.com](http://www.pereles.com).

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