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B&J ROCKET LAUNCHES NEW WEBSITE

B&J Rocket has launched a newly designed website at www.bj-rocket.com featuring the company’s comprehensive line of buffing blades and carbide tools for tire retreading and repair.

“We are very excited about the new website,” said Caitlin Smith, General Sales Manager Americas. “It has a bold new look, and I believe our customers will find it to be much more user friendly. It has been completely modernized and optimized for search engines.”

The new website features a dynamic search function to help customers easily navigate and find exactly what they want. Improved landing pages and dropdown navigation with dynamic images in each category have been added to make it easier to find specific products.

The company’s complete product catalog with product PDFs and sell sheets, downloadable on all browsers are now available. Additionally, videos have been added, as well as links to all B&J Rocket social pages.

Founded in 1942, B&J Rocket is the market leader in the manufacturing of tire buffing blades for retreading tires and rubber articles. The company revolutionized the retreading process by introducing the technically superior refill blades in the replaceable head, the well-known B&J Rocket rasp system. Based in Switzerland, B&J Rocket has a worldwide dealer network serving North America, Latin America, Europe, Middle East and Asia/Pacific.