

# Paracclipse puts Internet to use as marketing tool

By **DARREN IVY**  
Of the Telegram Staff

COLUMBUS — One local business decided that if the Internet worked for companies it dealt with, the Internet might also work for the company. Paracclipse, 2271 E. 29th Ave., decided to create a Web page because some of the companies it was dealing with had success on the World Wide Web.

"We decided we wanted to give the Internet a try," said Mike McGee, who works in Paracclipse's Technical and Engineering Assistance Division.

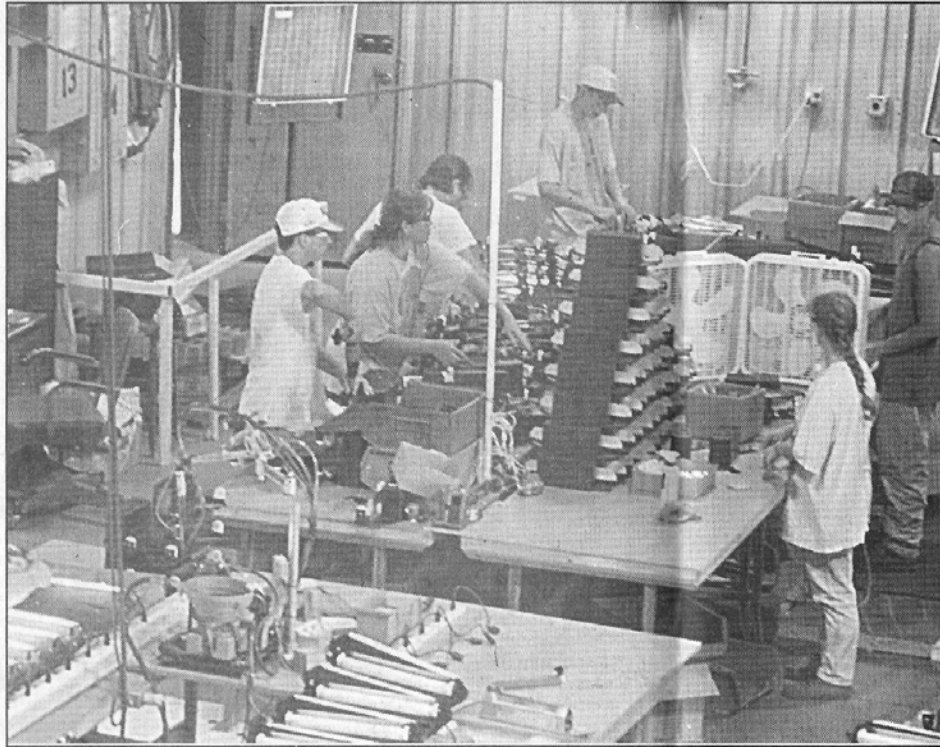
When Paracclipse decided to put the company on the Web in December 1996, officials looked to McGee to create and maintain the Web page. Balancing his other duties along with the Web page construction was difficult, McGee said.

"The hardest part of creating the page was the amount of time it took away from my other duties," he said.

SINCE MCGEE wasn't familiar with Web page construction, he had to read books and experiment with the new program Paracclipse bought. McGee said he spent five hours reading books about the Internet and an additional week creating the initial Web page.

McGee said he designed everything on the Web page from scratch including the illustrations.

That initial Web page was finished in January. In May, Paracclipse got a more advanced program, so McGee reworked everything on the web page. Presently,



**INN ASSEMBLY** — Clockwise, from bottom left, Derrick Epley, Ann Henggeler, Brian Bocian, Nathan Thomson, Justin Podany and Maggie Turpitt assemble parts of the Insect Inn IV which Paracclipse sells around the world. Paracclipse uses the Internet to show off Insect Inn IV and other products it manufactures. *Telegram photo by Darren Ivy*

McGee updates the web page once or twice a week.

He still is working on making the Web page readable with all browsers, but he thinks the Internet will pay off for Paracclipse in the long run.

"Once you get everything up and running, the Internet is a relatively inexpensive way to get your product name out," McGee said.

McGee said the company has liked what it has seen so far from the Web page. Paracclipse cur-

rently does 95 percent of its business with foreign companies. McGee said the web page has expanded the company's market base even more.

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**THE INTERNET HAS** also benefited Paracclipse's customers. McGee said many of the customers like doing business over the Internet because it saves them money on long-distance calls. The Internet also makes it easier for them to contact Paracclipse, McGee said.

McGee said Paracclipse uses the Web page at <http://www.paracclipse.com> to inform customers about the history of Paracclipse, the company's current product lines and other information.

According to information on the Web site, Paracclipse came to Columbus in 1991. Before that, it was based in Redding, Calif., and was called Paradigm Manufacturing Inc.

The company moved to Columbus because it is a more central location for shipping products all over the world.

Paracclipse's 55 employees manufacture 24 types of satellite dishes ranging from 4 feet to 16 feet in diameter. The material used for the types of satellites also differs. In addition to satellite dishes construction, Paracclipse manufactures an automated insect control device.

Satellite dishes upgrades,

technical support newsletters, Paracclipse's worldwide dishes distributor network and what's new with the company also are found on the Web page.

McGee said Paracclipse is still feeling its way through the Internet so the future remains uncertain.

"It is so new that we don't have a goal for the future," McGee said. "We will make changes based on people's responses to the Web page."

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