

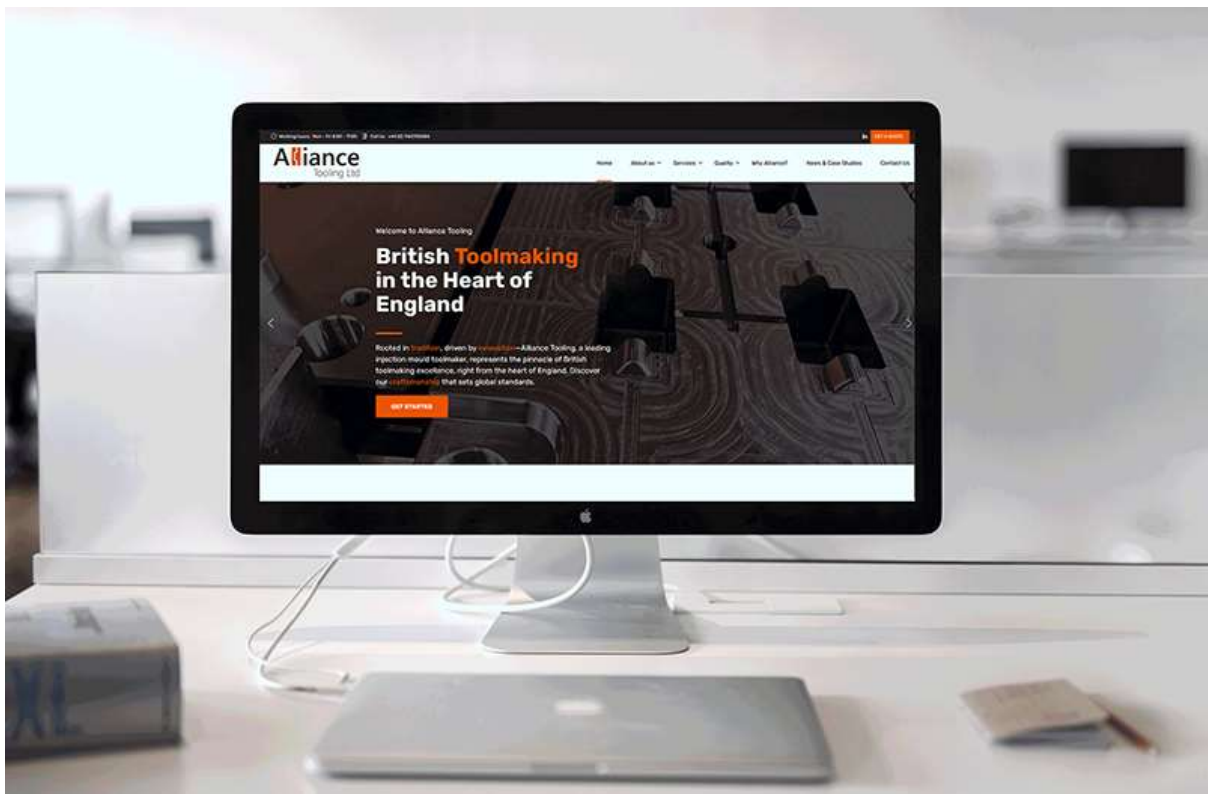
## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**Date:** 21<sup>st</sup> March 2024

**Editorial:**

## Alliance Tooling Welcomes Visitors to Newly Redesigned Website



[Alliance Tooling](#) has proudly unveiled a brand-new and upgraded website, brought to life by specialist marketing agency [PlastikMedia](#). This redesign further enhances our digital presence and aligns with our unwavering dedication to craftsmanship, innovation, and unparalleled customer service.

Central to the website's transformation is the introduction of extensive photography that offers a window into Alliance Tooling's impressive facility, as well as the precision and dedication behind every project we complete. This visual enhancement not only improves the site's aesthetic but also deepens visitors' understanding of our meticulous approach to toolmaking. Through this first-hand imagery, we showcase the intricate details and the high standards of quality that we uphold, inviting users to explore the depth of our capabilities.

The updated website also features a sleek user interface, detailing our comprehensive services in tool design, injection mould tool manufacturing, tool trialling, and medical mould validation. It fully demonstrates our expertise - from the creation of prototype moulds to the development of complex, multi-cavity injection mould tooling manufactured from fully hardened steel - affirming our role in supporting a wide range of industry demands.

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*Image(s) attached: Alliance Tooling's new website*

**About Alliance Tooling Ltd:**

Based in Leicestershire, Alliance Tooling Ltd was founded in 1999 to supply the plastics industry with high-quality injection mould tooling with a personal service for its clients. Now a market leading toolmaking company, Alliance Tooling are committed to manufacturing excellence, offering tooling options from small aluminium prototype moulds through to large, hardened steel, multi-cavity tooling. Customer service at the heart of the company, and with facilities in the UK and the Far East, Alliance Tooling has flexibility to suit every project.