

Pirtek, the UK's leading provider of Fluid Transfer Solutions, is embracing state-of-the-art technology by producing a free iPhone and iPad app to help customers find their nearest local source of replacement hoses and assemblies.

Pirtek is coming to the iPhone and iPad App Store. The Fluid Transfer Solution company, which already has a reputation for embracing new technology, has developed a new free App that will allow iPhone users to interact with their nearest dedicated Hose Centre faster and more efficiently than ever before.

"The new App utilises the Apple iPhone's GPS capabilities to identify exactly where a customer is and then recommend which of our 90+ Hose Centres across the UK and Ireland is closest to them," explains business development director and iPhone advocate Alistair Wiggins. "The customer can then choose to call or email that Centre to book a call-out."

But there's more to the system than a collection of Centre addresses and contact details. "If the customer uses the phone's email system to book an emergency call-out, the App will automatically forward their precise GPS location to the Centre and to the MSST, allowing them to respond more quickly and efficiently," Wiggins continues.

In addition to this capability, the free App will allow users to view and call Pirtek Centres and to order the company's free catalogue that contains more than 18,000 individual line items.

"As a company, we have always tried to remain at the very forefront of technology," Wiggins concludes. "Internally, we utilise advanced wireless communications linked to MSSTs' PDAs to communicate more effectively. Now we're able to offer a similar level of interactivity to our customers, we have seized the opportunity."

A Blackberry and Android version of the new App is currently under discussion.