



## AMBA Launches New Website

*December 5, 2018*

**Indianapolis, IN** – Today, the American Mold Builders Association (AMBA) announced the official launch of [AMBA.org](http://AMBA.org), a website devoted to the AMBA mission of providing workforce development solutions, networking and benchmarking opportunities and industry promotion for members' success.

Complete with refreshed branding, improved usability, clearer navigation and mobile-friendly features, the new AMBA website effectively improves ease-of-use for visitors, allowing better access to key industry resources, such as Find a Mold Builder. Another key feature of the site includes a new area entitled Careers in Mold Building – a primary resource for students, parents and teachers visiting the site.

Today, the new AMBA site includes easier-to-access resources for members, upcoming events and access to AMBA Skills Certification, a key initiative that allows mold builders and CNC technicians to demonstrate mastery of their craft. Other sections include robust content areas on beginning a career in manufacturing, recruitment tools for AMBA member companies, key publications on industry standards and benchmarking reports and upcoming industry events, like the bi-annual annual AMBA Leadership Summit (Feb. 27 – March 3, 2019) and the AMBA Conference 2019 (May 8-10, 2019).

“Launching this website reinforces the AMBA’s goals of serving the needs of our membership, while at the same time, addressing key industry challenges, particularly workforce development. It also provides our members (and all visitors) with easier access to information and resources, thereby allowing the AMBA to continue moving our mission forward,” said Kym Conis, AMBA managing director.

For more information and to view the new site, visit [AMBA.com](http://AMBA.com).

**About the AMBA**

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit [amba.org](http://amba.org).

For media inquiries, contact Rachael Pfenninger at [rpfenninger@amba.org](mailto:rpfenninger@amba.org).