



DISCONTINUED PRODUCT/SERVICE
PRESS RELEASE
TEMPLATE

Questionnaire To Write A Discontinued Product/Service Press Release

The purpose of this press release is to provide notification that an offering will no longer be available from the company.

The following questionnaire is designed to help you organize the most relevant information for this type of press release. Providing clear, concise, and informative answers will directly impact its quality. Whether your goal is to write the press release yourself or submit a fact sheet to a professional writer, take the time to organize and explain the facts of your development by answering these questions.

Discontinued Product Or Service:

Hansen Lamp 304H Desk Station Magnifier

Product Type Or Purpose:

Magnification lamp for desk-based workstations used for inspection, observation, and other tasks

Markets That Purchased Or Used The Service:

Scientific, manufacturing, art and illustration

Date The Product/Service Was Introduced:

1983

Date The Product/Service Will Be Discontinued:

November 2022

Reasons Why The Product/Service Will Be Discontinued:

The 304H lamp uses a series of small halogens to light the viewing area. We have been gradually updating our products with LEDs to produce a stronger light effect but we have continued to sell some of our older halogen models. The 304H has been the last of our halogen-equipped magnification lamps to be discontinued. We now offer an ample selection of LED-equipped products that provide comparable and superior performances.

Who Is Going To Be Affected And How:

Our customers still have many options that meet their needs. It will be easy for them to find a suitable replacement when they're ready to upgrade. We offer a direct comparison chart of features and specs on our website to help buyers understand what each product delivers and which option will best meet their needs, preferences, and budget.

What End-Of-Life/Transitional Support Will Be Provided:

We always provide guidance on how our customers can best maintain their equipment, including bulb replacement as well as upkeep of lenses and hardware. This extends to our discontinued products. Any customer who is looking for easy ways to maintain their 304H lamp can find details in the product manual and our online catalog.

What Can Customers Choose As An Alternative/Replacement:

The 1280T Magnifier is very similar in size, magnification, and offers all of the features of the 304H, with a few extra advantages, including cooler operation, lighter weight, and more precise light intensity adjustment. The 1280T is also in the same price range as the 304H.

Quote From The Company About This Change:

Hansen is committed to offering products that deliver the best possible performance. That's why we're moving forward with new solutions. We're confident that customers who have relied on our older products will find even more to love about our next generation of lamps and magnifiers.

Person Providing The Quote:

Iris Kitson

Their Professional Title/Role:

Vice President

Call To Action:

This is what readers should do if they want to find out more.

Check our out catalog to view our full selection of products including alternatives to our older and discontinued models.

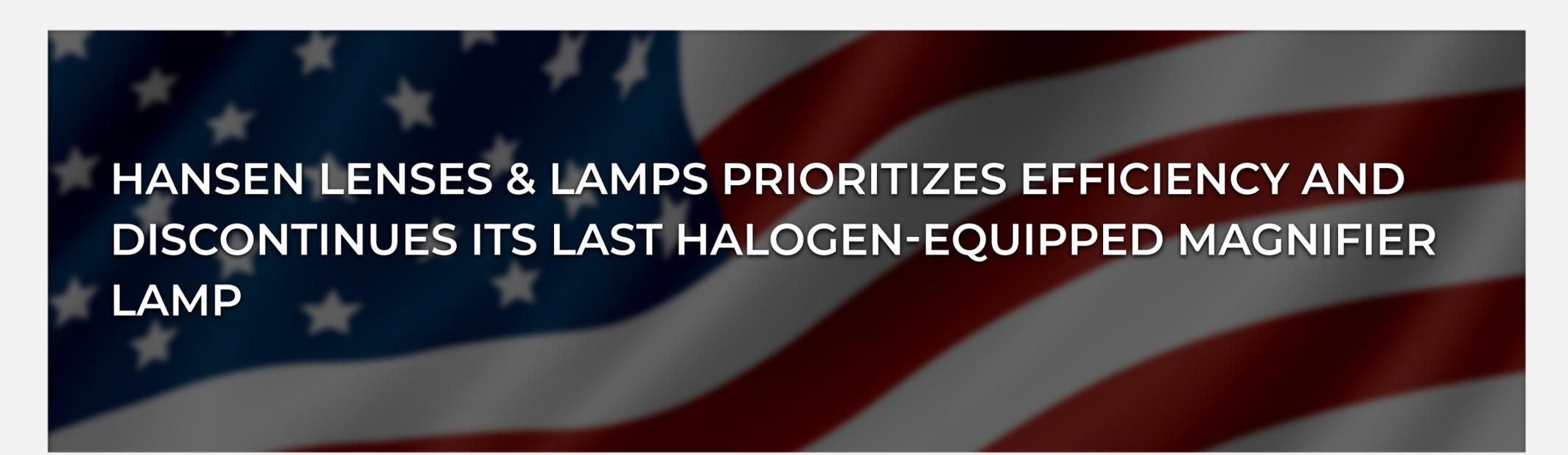
Formal Headline:

This headline will be submitted to news services. It must be straightforward and factual.

Hansen Lenses & Lamps Prioritizes Efficiency And Discontinues Its Last Halogen-Equipped Magnifier Lamp

Summary:

Hansen Lenses & Lamps is discontinuing its Hansen Lamp 304H Desk Station Magnifier as the latest and last of halogen-equipped magnification lamps. The company provides recommendations on alternatives for comparable workstation solutions.



HANSEN LENSES & LAMPS PRIORITIZES EFFICIENCY AND DISCONTINUES ITS LAST HALOGEN-EQUIPPED MAGNIFIER LAMP

PRESS RELEASE SUMMARY

Hansen Lenses & Lamps is discontinuing its Hansen Lamp 304H Desk Station Magnifier as the latest and last of halogen-equipped magnification lamps. The company provides recommendations on alternatives for comparable workstation solutions.

PRESS RELEASE

Lens and magnification equipment manufacturer, Hansen Lenses & Lamps, has announced that it will be discontinuing its Hansen Lamp 304H Desk Station Magnifier. This product has been used to help illuminate and magnify scientific, manufacturing, and art tasks for several decades. As of November 2022, it will be officially discontinued in favor of more efficient and advanced options.

To learn more about magnification lamps for desk-based workstations, visit hansenlens.com/magnifiers.html.

Originally introduced in 1983, the 304H Desk Station Magnifier became a popular solution for aiding intricate tasks related to inspection, observation, assembly, and repair, and other detail work. To do this, the lamp is equipped with a series of small halogens, which illuminate the viewing area.

Although the product is effective for assisting with many up-close processes, Hansen Lenses & Lamps has decided to move on from the halogen-equipped model in favor of magnifiers that use LEDs as a light source. The company has done so with the vast majority of its products. The 304H Desk Station Magnifier is the latest and will be last halogen model to be retired.

Customers who wish to maintain their 304H can find guidance on light bulb replacement and lens and hardware upkeep through Hansen Lenses & Lamps online catalog and in the product's manual. Those who decide to update to a new option can find assistance through the company's feature and spec comparison chart, which is located on its website.

As a closely related alternative, Hansen Lenses & Lamps recommends their 1280T Magnifier. This model is reported to be very similar in size and magnification to the 304H and also offers many all of the same features and is priced within a comparable range. The 1280T delivers additional advantages that include cooler operation, reduced weight, and more accurate light intensity adjustment.

Of the discontinuation, Hansen Lenses & Lamps' vice president, Iris Kitson has said, "Hansen is committed to offering products that deliver the best possible performance. That's why we're moving forward with new solutions. We're confident that customers who have relied on our older products will find even more to love about our next generation of lamps and magnifiers."

The company has also advised buyers to explore other 304H Desk Station Magnifier alternatives and related solutions by viewing its online catalog.

BOILERPLATE

Hansen Lenses & Lamps is a lens and optics equipment manufacturer that specializes in the production of scientific and inspection instruments, including lamps, magnifiers, and observation aids. For decades, the company has served technicians, manufacturers, inspectors, scientists, engineers, and artists with quality-made vision enhancement devices.