

Media Release

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Groundbreaking Performance with New Dyno Nobel Mobile App

Dyno Nobel has launched an Explosives Engineers' Mobile App for iPhone or Android. The app equips users with a full range of blasting tools that help optimise the blasting experience in the field.

The Explosives Engineers' Mobile App provides seven critical blasting calculators, access to Dyno Nobel's technical library, and comprehensive product information, including product specs and application uses.

Users can also receive real-time updates that feature Dyno Nobel news, recent innovations and new videos. Moreover, worldwide remote accessibility to the app caters to the fact that remote mine sites often experience difficulties connecting to mobile services.

The project, led by Marketing Analyst Dan Housley, was closely aligned with Dyno Nobel's key brand message: Groundbreaking Performance through Practical Innovation.

"The Explosives Engineers' Mobile App is a simple and free solution that gives current and potential customers 'on-the-go' access to a broad pool of information, unit conversions and blast design terminology," said Dan Housley, Dyno Nobel's Marketing Analyst. "It offers them the full breadth of blasting knowledge at the tip of their fingers."

"It has even reached university students. By providing high-quality content and solutions, such as this app, we introduce and reinforce what we do best, developing solutions that drive operational excellence for our customers," said Dan.

To download the app, visit the Apple App Store and the Google Play App Store.

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