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FOR IMMEDIATE RELEASE

Fibrox Technology LP Debuts New Website
New Site Design Features More Information, Graphics and Documents

MILLWOOD, WV (April 20, 2016) --- Regular visitors to Fibrox.com are noticing a lot of changes today as Fibrox Technology LP, an industry leading manufacturer and supplier of quality mineral fiber products for over 20 years, launches its new website.

The new site is a complete overhaul of the existing Fibrox site – offering more graphics, customer-accessible documents and information in a more easily navigable format. Implemented in June 2015, the redesign includes four phases: Planning, Design, Development and Enhancements. Today’s launch marks the end of the Development phase and marks the moment the new site “goes live.”

“We are very excited about this launch,” says Fibrox President Russ Craig. “Innovation at every level is how a company stays competitive and grows. This new site uses the latest in site design concepts, includes a heavy graphics component and enables us to make immediate updates to ensure users always have the most current information about our products and business.”

Designed by TGG Brand Marketing and Design of Parkersburg, W.Va., the new website includes a content management system to aid in making real-time updates/announcements; Environmental, Health and Safety area with links to product and raw materials SDSs; individual product pages with links to Product Data Sheets; a dedicated media area for posting announcements, press releases, images, etc.; and more facts about the company, its history, team members, FAQs, etc.

“We asked our customers, customer service representatives, employees and vendors what they wanted on a website and made it our goal to provide it to them,” Craig says. “And as their needs grow, the website is designed so that it can as well. It’s a win-win.”

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Even though the website is launching today, there are additional enhancements planned to complement the existing information and design.

“The hardest thing for most people to understand about Fibrox is how we make our products – how it goes from basically rock to this off-white fibrous material,” Craig says. “So we have a series of videos and infographics in the works to help explain the steps in the process. They will be featured on the website and our social media channels as well.”

Regular updates on company news and new additions to the website will be posted on the home page of the website as well as the News/Media section.

“Our company has experienced a lot of growth and positive change over the past few years and it is exciting to be able to illustrate it with this new website,” Craig adds. “Its fresh, clean design reflects the company we are now, and we hope our customers and web users are as excited about the change as we are.”

Fibrox Technology LP is a manufacturer of technical grade and high purity mineral fiber products. Founded in the early 1990s by the Hampson family in Thetford Mines, Quebec, Canada, Fibrox produces a range of commodity and specialty mineral fibers used in a variety of industrial and commercial applications including heat shielding, high temperature gaskets and seals, thermal insulation, acoustic insulation, fire protection barriers, chimney insulation, composite reinforcement applications, refractory products (high temperature paper), mat and vacuum formed shapes, horticultural products, asphalt reinforcement (SMA) and fire logs for gas fireplaces. Fibrox products are sold throughout the world by a dedicated group of distributors and agents. For more information, call 604-262-6782 or visit www.fibrox.com.