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Crystal Window & Door Systems launches redesigned website

February 28, 2013 - Owners Developers & Managers

Crystal Window & Door Systems, a national manufacturer of quality vinyl and aluminum window and door products, has recently completed a major redesign of its corporate website. The re-launched website, www.crystalwindows.com, offers expanded and enhanced product information, an extensive gallery of notable Crystal projects around the country, and new resources for construction professionals, including the ability to track the status of a window order.

The new website's clean, contemporary look reflects the design style and color scheme of the company's logo, which was adopted in 2011. But the website redesign was about much more than simply changing colors and style. Product information is now organized by window style, material, building type, and new construction versus replacement application to make it easy for customers to compare and select Crystal product functions and features without a lot of unnecessary navigation. "Our primary goal for redesigning the Crystal corporate website was to facilitate finding the right product for the project," said Steven Yu, marketing manager and leader of the redesign effort.

Crystal's trade customers include fenestration installers, dealers and distributors, as well as new construction and renovation general contractors, architects, and product specifiers.

"We've added a lot of product information to assist them, including architectural drawings, specifications, general installation instructions, and sales literature," said Yu. "These downloadable files can easily be incorporated into bid packages, project plans, and construction documents, saving our customers time and effort."

A new feature of the website is a special section updated frequently with production and shipping information for Crystal trade customers to track the status of their orders. Additional resources include warranty terms, after-service information and how to become a dealer/distributor. Another feature for home and building owners is the ability to request a qualified, experienced window installer in their area from the Crystal Affinity Network.

The project gallery section of the website features a variety of notable projects organized by building type which used Crystal products. This allows home and building owners, architects, developers and other construction professionals to view fenestration configurations and custom applications as well as the wide array of window models and optional features Crystal offers. "We believe the public, our fenestration customers and other design professionals will find the new Crystal website to be an essential tool," said Yu. "We invite everyone to visit us at www.crystalwindows.com."

Crystal Window & Door Systems is one of the top 40 manufacturers in North America of replacement and new construction vinyl and aluminum window and door products and high-end fenestration systems. Crystal offers a full product line, rapid order-to-delivery times, quality workmanship, innovative product features and outstanding value.

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