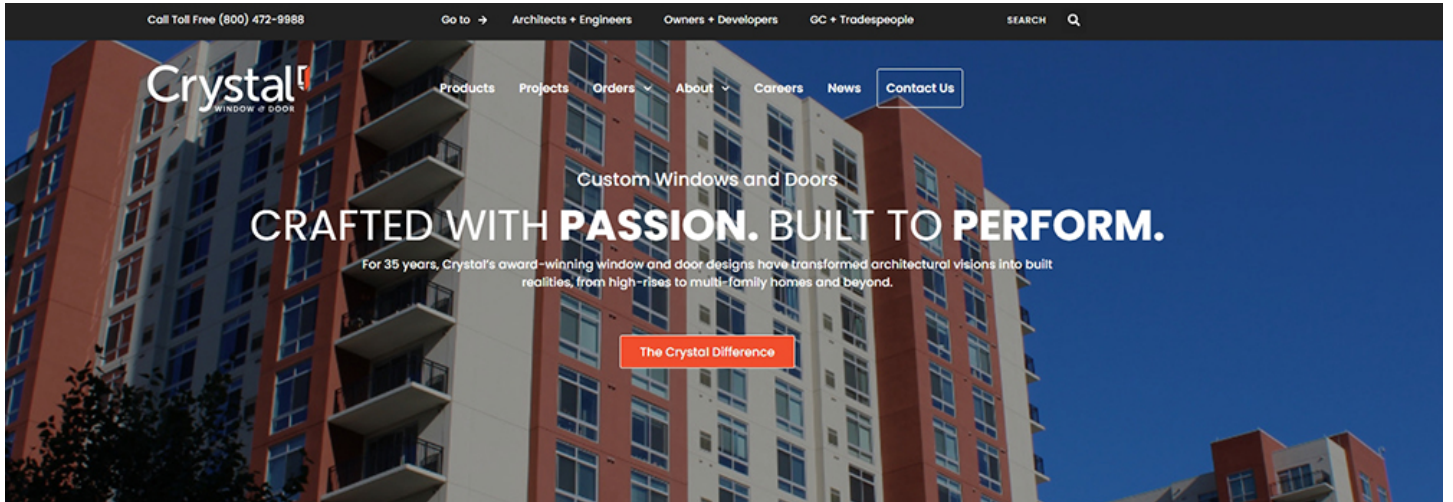




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Crystal Window & Door Systems launches redesigned corporate website

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Boston, MA National manufacturer Crystal Window & Door Systems launched its redesigned corporate website, CrystalWindows.com, with new features to enhance the experience of visitors to the website. The new website has completed reorganized content, new product photography and images, an expanded project gallery, greater product resources and documentation, and easier means to contact the company for sales and information. Besides English, the new website content is available in Spanish and Chinese through the click of a translation button, with more languages planned in coming months.

“Last year, Crystal embarked on a journey to rebrand and update its marketing materials across the board,” said Steven Yu, vice president of sales and marketing. “We engaged MarketSmiths, a branding agency based here in New York, for the effort. They started by creating a new logo, which we introduced last year, and since then they have worked with our marketing team to completely redesign our website. The results are impressive and reflect the extraordinary level of products and services Crystal has to offer.”

Navigation on the website is faster and more intuitive, and it has been tailored for several key audiences: architects and engineers, general contractors and trades, and owners and developers. Product information is prominent, with new lifestyle photography showing the products installed as well as standalone product images. Product literature is organized with everything needed in one location, including installation accessory information and “how-to videos” to facilitate minor installation adjustments.

Another focus of the new website is simplifying ordering and order tracking. A newly redesigned contact form easily directs inquiries to the right department or sales representative. For construction professionals, tracking orders is easier, with the production status of each order updated every hour.

Translated versions of select product manuals and guides are available in Spanish and Chinese; other languages are planned in the future.

For homeowners looking to buy Crystal products, Crystal will recommend local dealers to assist them, since the company does not sell directly to homeowners. Crystal has an extensive network of dealers and has included focused content for them on the website. Fenestration firms looking to join Crystal's dealer network can complete a special contact form to learn more.

"The information now available on the new Crystal website has been streamlined for greater efficiency, with greatly enhanced visual appeal," said Yu. "We believe our customers and members of the design and construction community will find the new website exciting, more informative, and much easier to navigate."

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