



PRESS RELEASE

For Immediate Release

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Armacell LLC Launches New North American Website *wwwarmacell.us features new design and easier navigation for visitors*

Mebane, NC, July 9, 2014 – Armacell LLC, the US maker of fiber-free, closed cell elastomeric foam, announces the launch of its new enhanced North American website which seeks to simplify product choices for Insulation and Component Foam customers.

The new website [wwwarmacell.us] offers product information, insight and answers for mechanical engineers, OEM specifiers, insulation contractors, distributors and end users. Characterized by a cleaner design along with easy, streamlined navigation, the website now offers readability on all devices including desktops and laptops and is mobile-friendly for tablets and smartphones.

"The wwwarmacell.us website was redesigned to upgrade the user experience," says Joanna Beckman, Armacell's Marketing Communications Manager for the Americas. "Our product lines can be confusing to a new visitor, so we created Product Selector tools to help the user find suitable products by Market, Application or even by particular industry Specifications."

Visitors to the site are commonly interested in insulation products like Armaflex®, but Armacell also produces an extensive line of Component Foam products that are used by original equipment manufacturers or by fabricators who supply OEMs in the automotive, aerospace, athletic, industrial, medical or packaging industries. Those customers are now better served by the web.

"Users will find all the helpful information they've always accessed on our website, plus so much more," says Beckman. "We've added at least 50% more content to help explain our products. Visitors will also appreciate new photos, videos, Job Stories, FAQs and a glossary."

NOTABLE ADDITIONS AND ENHANCEMENTS TO THE SITE INCLUDE:

Product Selector Guide: Search Insulation or Component Foam products separately by *Market, Application or Industry Spec*.

Knowledge Center: A central area where busy specifiers or contractors can find all *Document Downloads*, brand new *Videos*, a *Glossary*, *FAQs* and *Safety Data Sheets* in one easy-to-access location. They will also find links to our, Revit® *BIM* modules and a link to current Webinars of interest.

Resources: A collection of information tailored to the *Mechanical Engineer, Contractor, Installer* and *Distributor/Wholesalers*. Additional resources include real-life "Job Stories," or case studies in

which an Armacell product solved a real-world installation challenge. There are other educational materials in the Resources section like a *Library* of articles and information on *Sustainability*.

Markets and Applications: Detailed content that helps the visitor understand the wide range of uses for Armacell's foam products.

News: A comprehensive news page that includes *New Products*, *Press Releases*, *Trade Shows and Events* listings and newsworthy *Videos*.

"It's Armacell's goal to always improve the customer experience. We feel the new website is the front line of that mission. Because we are a global company we need to help our North American customers match applications with the right products which are made and shipped right here in the US," says Beckman. The new site also includes portals for the Engineered Systems and Structural Foams divisions of Armacell which are headquartered overseas. "Part of streamlining the experience is delivering global customers back to the corporate sites for products and services in their regions."

The new site, currently available in English only, went live on July 9th, 2014. Phase two of the project will provide Spanish and French language support in 2015.

ABOUT ARMACELL LLC: Armacell is a global innovator in foam technologies and the world leader in the market for flexible mechanical insulation materials. Armacell produces Armaflex®, the most trusted brand in flexible, fiber-free mechanical insulation, as well as thermoplastic insulation materials, covering systems, noise control products and special foams for a multitude of applications. The Americas headquarters for Armacell LLC is located in Mebane, NC. For more information about Armacell and its products, visit the website at www.armacell.us.

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The image displays three screenshots of the Armacell website. The left screenshot shows the homepage with sections for Product Selector, Applications, Markets, Resources, and Knowledge Center. It features a large image of pipes and a banner for 'INSULATION'. The middle screenshot shows the 'COMPONENT FOAM' page for the 'Athletic' market, listing applications like Golf Mat, Horse & Equestrian Padding, Low Phthalate Foams, Synthetic Turf Underlayment, Wall Padding, and Wrestling Mat. The right screenshot shows the 'KNOWLEDGE CENTER' page with sections for Document Downloads, Armacell Calculation Tool, Building Info Module, Safety Data Sheets, Glossary, and Frequently Asked Questions.