

Media Contact:
Heather West
612-724-8760
heather@heatherwestpr.com



Linetec.com honored with Crystal Achievement Award

Wausau, Wis. (Aug. 2010) – The 2010 Crystal Achievement Awards will recognize Linetec.com as one of the industry's most innovative websites at the GlassBuild America conference, Sept. 14-16, in Las Vegas, and in the September issue of *Glass Magazine*.

Linetec, the nation's largest, independent, architectural finishing company, launched its newly designed website in March 2010. It includes easier navigation and expanded content to connect online visitors with its architectural finishing resources. Linetec.com organizes information into categories addressing paint, anodize and powder coat, as well as additional services and company news. Special sections also highlight Linetec's expertise with green building goals and on-site repair and restoration projects.

Selected by a panel of judges representing all segments of the glass industry, the Crystal Achievement Awards recognize the best products and glass applications the commercial, retail and fabrication markets have to offer. Judges selected award-winning entries in the Most Innovative Website category for each of a large, medium and small company. Linetec.com was honored with the medium-sized company distinction.

Serving companies of all sizes, Linetec's homepage connects visitors within two clicks to all of the site's deeper content. Architects can click instantly on "Architect Resources" for immediate access to request paint sample color chips, review the company's sustainability statement and project profiles, delve into finish selections and specifications, or earn learning units with "Introduction to Coatings," a Continuing Education Series presentation approved by the American Institute of Architects.

The site also features a special login for Linetec's customers to view real-time information and metrics regarding their orders. Active client accounts can view both current projects and an archive of completed and quoted projects. Under the "Company" section, all users have on-demand access to Linetec's online quote request submission form and to a directory of Linetec's most sought-after contacts.

Reflecting its staff's expertise and company leadership, Linetec previously earned several other regional and national awards including the 2008 Crystal Achievement Awards' "Best Plant," #1 Best Place to Work in the architectural products and glass industry by *U.S. Glass* magazine in 2006, the 2006 Manufacturer of the Year Award, and the Wisconsin Governor's Award as an Exemplary Employer.

To learn more, please visit www.linete.com, or e-mail sales@linete.com.

Located in Wisconsin, Linetec serves customers across the country, finishing such products as aluminum windows, wall systems, doors, hardware and other architectural metal components, as well as automotive, marine and manufactured consumer goods.

###