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## Linetec.com shares architectural finishing expertise, enhances visual navigation and content

Wausau, Wis. (March 2010) – Linetec launches a newly designed Web site with 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.

“For almost a decade, we continued to add educational materials to help architects, contractors and manufacturers determine the best finish for their projects. We received many compliments about the quality of the information, but also many questions about how to locate and share this content,” says Tammy Schroeder, Linetec’s marketing specialist and project leader for the updated Web site. “With the redesign of Linetec.com, we have made our knowledge more accessible. It’s inviting to first-time visitors and constantly updated for those who bookmark the site as a reference tool.”

Long-time users will find that Linetec’s home page still connects with in 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 log-in 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.

Beyond the information available at Linetec.com, the company offers a free, educational e-newsletter. Each issue presents finishing tips and techniques to gain the desired aesthetic and performance quality. To learn more, please visit [www.linete.com](http://www.linete.com), or e-mail [sales@linete.com](mailto:sales@linete.com).

*Linetec is one of the nation’s largest paint and anodize finishers, and the largest independent architectural finisher. Located in Wisconsin, the company serves customers across the country through a national trucking network and offers 500,000-square-feet of capacity for finishing such products as aluminum windows, wall systems, doors, hardware and other architectural metal components, as well as automotive, marine and manufactured consumer goods.*



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