

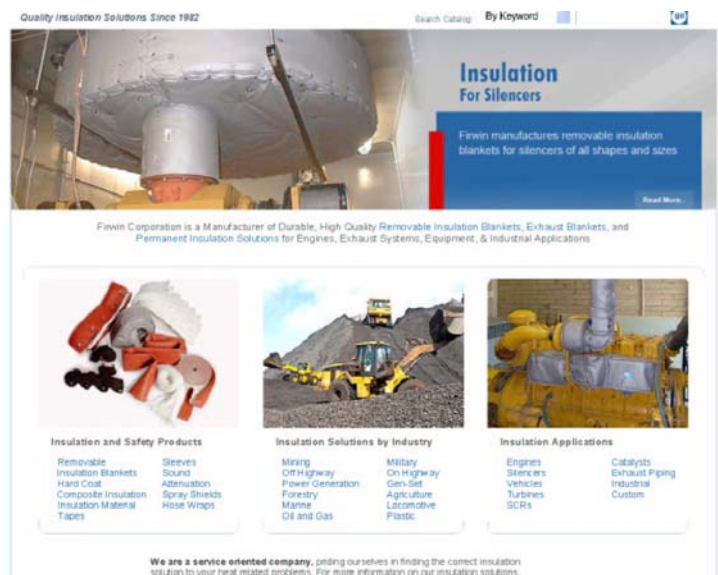
For immediate release
Toronto, August 3, 2011:

New Website Launched for Firwin Corp

Redesign Improves Usability

Toronto—Firwin Corp, a leading manufacturer of custom insulation products for diesel and gas engines, exhaust systems, and industrial applications, has a new look thanks to a redesigned website that showcases the company's products and services. The new site incorporates many new features, including easier navigation, improved photos, a project portfolio, and a product catalog listing the more popular engine models and exhaust components for which Firwin has existing design patterns.

"In today's era of the internet, a company's website is often the 1st and most frequent point of contact that prospects and customers have", said Sid Tannenbaum, Firwin's Marketing Manager and the person who oversaw the website redevelopment. "We view our website as our 24/7 customer service representative, always ready to provide customers with pertinent and easy-to-access information. As such, we wanted to ensure that our website was able to meet these objectives", added Sid.



The website is loaded with high-quality photos so that customers can properly view the products and get a better understanding of how the insulation products work. . The new product catalog enables customers to search for insulation blankets specific to a particular engine make and model, as well as providing an expanded listing of the off-the-shelf high temperature tapes and sleeves that Firwin Corp carries.. For components not found in the catalogue, the new website provides a downloadable drawing where specifications can be entered and attached to a 'Request for Information' form. In either case, Firwin will always design to spec, meeting whatever requirements the customer needs.

Multi-entry points, easier navigation, project portfolios, testimonials, reorganized FAQs, and a Forms & Literature page round out all the new look for Firwin. "Our new website is definitely a step up for us, both in terms of aesthetics and functionality", said Sid. "We hope that our clients find it a user friendly and useful asset when looking for information on insulation products."

Check out all these new features at www.firwin.com.

About Us

Firwin Corp has been in the insulation blanket business since 1982 and has grown over the years from a small family business to its position today as one of the leading North American manufacturers of removable insulation blankets and permanent composite Hard Coat™ insulation solutions. An in-house design team is available for advice on the correct insulation for each job. Firwin's goal is creating professional relationships with clients and aiding them in making the best insulation decisions to reduce risk and promote peace of mind.