

## Firwin Corp Launches New Website

Firwin Corp recently revamped its company website for 2011. Totally redesigned, the new site incorporates many new features, including easier navigation, improved photos, a project portfolio, and a product catalogue 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 1<sup>st</sup> 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.

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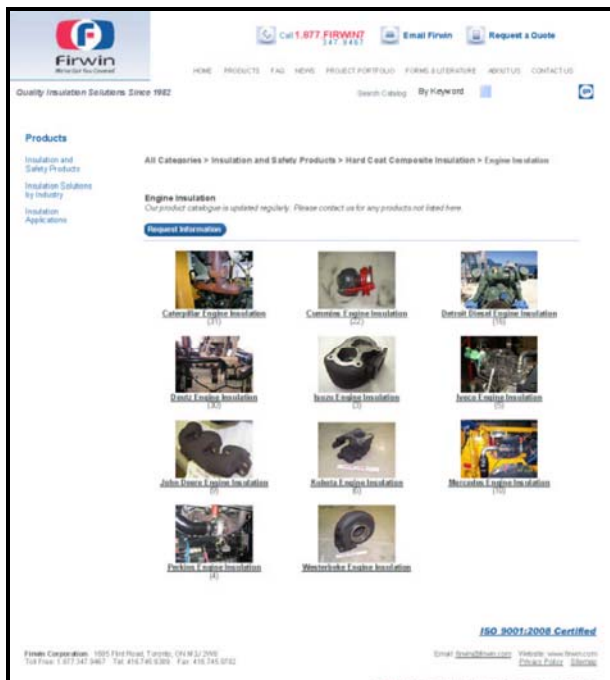
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Visitors to the new Firwin site are first struck by the number of high quality photos. “ We find that the ability to view our insulation products helps our customers, especially those who are not so familiar with our products, to better understand how our insulation products work, and how our different insulation offerings vary from one to another”, said Sid.

A large section of the site is devoted to the new Product Catalogue. Over the years, Firwin has designed insulation blankets for hundreds of different engine & component makes and models. The company decided to take this internal “library” of design patterns and make it available online. So customers can now search for insulation blankets for a specific engine make and model and see if Firwin is already familiar with it.

“The advantage of an item that appears in our catalogue is that a customer will not have not worry about providing us drawings and dimensions, as we have already produced blankets for this component in the past”, said Paul Herman, Firwin’s president. “People shouldn’t assume, however, that if they cannot find the particular part they are searching for that it means we cannot make a blanket for it”, notes Paul. “It simply means that they will need to provide us with photos, drawings / dimensions so that we can design the insulation to the proper specifications – we do this quite often, especially for exhaust piping and the like which can vary from one application to the next”, added Paul.



Other significant feature of the new site is what Sid terms “multi-entry points”. “We realized that clients may be coming to us from different perspectives. They may know specifically what product they are looking for – removable blankets, hard coat, tapes – and want to go straight to the page with information on that product. Conversely, they may be unfamiliar with our product line, and would like to see what we have to offer in the way of insulation products for their particular industry. Finally, they may have a specific application in mind – say an OEM who would like to know what we offer for insulating Silencers, SCRs, etc. Our home page now features ‘content buckets’ which allow a visitor to our site to navigate from the perspective that is most relevant to him.

The new site also features a project portfolio, where visitors can view and read about some of the various projects that Firwin has worked on; a testimonials page, a reorganized FAQ page, and a Forms & Literature page, where clients can access data sheets, product brochures, and the like.

“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.”

Please visit [www.firwin.com](http://www.firwin.com) for a look at our new site.

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