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LINCOLN LAUNCHES NEW WEBSITE

www.lincolnwindows.com

Merrill, WI. (August 6, 2010) – Lincoln Windows & Patio Doors takes great pride in announcing the recent launch of its new website, www.lincolnwindows.com. With development beginning in 2009, the new website is the result of a year of hard work by Lincoln's in-house marketing team. The dramatically redesigned site now incorporates the company's brand identity, welcoming visitors with bold new colors and a clean uncluttered design.



Improved Navigation

The new Lincoln site was developed to provide a quality user experience. The new layout is simple to navigate with convenient drop-down and sidebar menu systems. Redundant navigation paths help users easily find pertinent information from any page they are viewing. Content is neatly organized into categories, enabling users to find what they are looking for with the least number of mouse clicks.

Expanded Content

Whether you're a homeowner, architect or builder, Lincoln has included as much information as possible about their windows and patio doors to help with your upcoming project. From hardware and accessory options to technical data, such as performance data or CAD files, the new site contains the most comprehensive assembly of product information they've ever published. Additional enhancements include the latest company news, downloadable literature, customer support information and much more.

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Product Series and Collections

Showcased on the new website is the grouping of Lincoln's product into series and collections, making product selection easier for their customers. The two new series include Revitalize Series (replacement product) and StormPoint Series (impact product). The five exterior options offered by Lincoln are divided into collections: Distinction Collection (aluminum clad), Harmony Collection (vinyl clad), Innovation Collection (hybrid), Traditions Collection (primed) and Luxury Collection (natural wood).

Timely Updates

The new site is the best source for Lincoln's latest information. From new product availability to important test data, the most up-to-date information are only a few mouse clicks away. The new site will be under a constant state of development and enhancement, to meet the changing needs of its customers, with new features and tools already in the planning stages.

Lincoln invites you to visit their new website www.lincolnwindows.com today.

Lincoln Wood Products, Inc. has been manufacturing high quality wood windows and patio doors for new construction, remodeling and light commercial projects for over 60 years. Based in Merrill, Wisconsin, the privately owned company engineers windows and patio doors for visual appeal as well as outstanding performance and backs it up with exceptional customer service before and after the sale. Lincoln windows and patio doors are marketed through a network of over 400 independent distributors throughout the U.S. For more information, visit www.lincolnwindows.com.

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