

## FOR IMMEDIATE RELEASE



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### **LINCOLN HONORED WITH 2011 CRYSTAL ACHIEVEMENT AWARD**

**Merrill, WI. (September 7, 2011)** – Lincoln Windows has been recognized by *Window & Door Magazine* with a 2011 Crystal Achievement Award for “Best Industry Website”. Selected by a panel of judges representing all segments of the door and window industry, Crystal Achievement Awards recognize significant innovations and achievements in window and door technology, manufacturing, and marketing.

In 2010, Lincoln launched its new website, [www.lincolnwindows.com](http://www.lincolnwindows.com). With development beginning in 2009, the new website was the result of a year-long project 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.

In addition to the improved design, the new Lincoln website incorporates several features that aid in providing a quality user experience including:

***Improved Navigation*** - The new layout enhances navigation with convenient drop-down and sidebar menu systems. Redundant navigation paths help users easily find pertinent information from any page. Content is neatly organized into categories, enabling users to find what they are looking for with the most efficient number of mouse clicks.

***Expanded Content*** - Whether you’re a homeowner, dealer, architect or builder, Lincoln has included up-to-date information about their windows and patio doors to help every visitor with an 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 Lincoln has ever published. Additional improvements include the latest company news, downloadable literature, customer support information, educational segments and much more.

***Product Series and Collections*** - Showcased on the new website is the grouping of Lincoln’s product into series and collections, making product and option 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 is 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 is proud to receive this prestigious award and invites you to visit their new website [www.lincolnwindows.com](http://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](http://www.lincolnwindows.com) or call 715.536.2461.

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