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## **An increased Web presence for a growing success**

*PaperWorks Industries, Inc. launches sub-sites for its divisions*

**PHILADELPHIA**, April 30, 2010 – As it integrates the Specialized Packaging Group into the PaperWorks family, PaperWorks Industries’ online presence continues to grow.

Today saw the launch of the company’s new Web site: a redesigned, restructured entity designed to allow paperboard and packaging industry professionals immediate access to crucial information.

“When people visit us on the Web, it’s because they need information,” says Mark P. Roy, PaperWorks’ Vice President, Sales & Marketing. “We redesigned our Web site to give them near-instant access to anything they need.”

Designed to avoid the clunky B2B pitfall of menus upon menus, the PaperWorks site keeps information top-level and accessible to any visitor through an intuitive menu system and strict content management: avoiding the accrued text and images that bog even the best-intentioned sites down over time.

One innovation in the site’s creation was the division of its content in three parts: separate sub-sites for the corporate, paperboard and packaging arms of the company. “People are generally looking for one of the three,” Roy explains. “To deliver information quickly, we direct them to the right section, then put everything at most two clicks away.” The result is a focus on pertinent content for people seeking information on the corporation, its paperboard, or its packaging work.

Renzo Sparavier, the packaging division’s Director of Sales & Business Development, feels that the site reflects the values of the Specialized Packaging Group. “It was important for our legacy of quality, innovation, and customer focus to be well represented. Small touches like incorporating the classic SPG logo in the site maintains the strong brand image,” he says. “Creating a different sub-site for this division within the main PaperWorks structure allows us to establish ourselves as part of the PaperWorks family, while showing that what made SPG a preferred carton supplier continues to define us even in that context.”

The site went online today, at [www.paperworksindustries.com](http://www.paperworksindustries.com).

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