

Press release

Next Gen Armacell Website: A Visitor-Oriented Approach

- Redesigned website for both desktop and mobile devices
- New Product Finder guides every visitor to the right products and solutions
- Helpful resources including Download Center, ArmaWin, and Armacell Academy
- Convenient navigation signifies a digital shift towards customer-centricity
- U.S. website changes from www.armacell.us to **www.armacell.com**

Chapel Hill, North Carolina, 1 July 2024 – Armacell, a global leader in flexible foam for the equipment insulation market and a leading provider of engineered foams, announces the launch of its redesigned website on both desktop and mobile devices ensuring a seamless browsing experience on www.armacell.com.

Armacell's new site meets every visitor where they are. To achieve this the company developed a structure and navigation to support the different user journeys and guide the visitor to products and solutions – no matter whether the starting point is the industry, an application, a given project type, or the product name.

Key highlights of the enhanced website include:

- **Single hub for all stakeholders:** Customers, investors, employees, and other business partners can now easily access information and resources in one convenient place.
 - **New product finder:** With improved homepage navigation it is easier to find individual product pages by clicking on the product finder shortcut button. Plus, Armacell's multi-product portfolio is presented with easy-to-use filters to help users narrow their product choices.
 - **New applications category:** Visitors who have little to no knowledge of the solution that is right for them can click on the new applications category that highlights the various applications where Armacell's products are used — including HVAC, refrigeration, or industrial equipment — and destinations spanning from residential and commercial buildings to energy, infrastructure, and transportation.
 - **New insights category:** Enriched with fresh content including weekly blog posts, case studies, videos, and whitepapers, this category provides valuable insights into industry trends, new technologies, best practices, and innovative solutions.
 - **New resources category:** Discover a helpful download center, alongside Armacell's free professional tools including ArmaWin, a revamped, insulation thickness calculator, and the Armacell Academy e-learning platform.
 - **Real-time accurate product data:** New website is connected to Armacell's Product Information Management (PIM) system ensuring automated, real-time, accurate product data updates.
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"This contemporary update ensures that Armacell's digital presence is ready to keep pace with future growth," said Marc Cangelosi, Chief Marketing Officer at Armacell. "But we wanted even more: added value. That's why our new customer journey now guides visitors to the solution that is exactly right for them while helping them understand why Armacell provides the best answers to their needs. At the same time, we also thought about users already familiar with the site – they receive shortcuts to the most essential functions, such as the product finder, download center, and our Beyond Better technical support."

To explore the new website and learn more about Armacell's products and solutions, visit www.armacell.com/en-us.

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About Armacell

As the inventor of flexible foam for equipment insulation and a leading provider of engineered foams, Armacell develops innovative and safe thermal and mechanical solutions that create sustainable value for its customers. Armacell's products significantly contribute to global energy efficiency making a difference around the world every day. With more than 3,300 employees and 25 production plants in 19 countries, the company operates two main businesses, Advanced Insulation and Engineered Foams, and generated net sales of EUR 836 million and an adjusted EBITDA of EUR 155 million in 2023. Armacell focuses on insulation materials for technical equipment, high-performance foams for acoustic and lightweight applications, recycled PET products, next-generation aerogel technology and passive fire protection systems.

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Caption



Welcome to the future of mechanical insulation: www.armacell.com (© Armacell)