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Viance LLC is pleased to announce the launch of its new website, www.TreatedWood.com. The project to redesign the website was undertaken with the goal of serving customers better and also taking advantage of current best practices in web design and digital marketing.

“Architects and designers need product information in order to determine if our products meet the needs of their customer’s project. Product specifications, brochures and warranties are available on a single “Specs” page now, greatly reducing the number of clicks to find vital information,” according to Richard Lane, Marketing Manager at Viance. “The architect and design community relies on internet search engines and some industry resources like [ARCAT](#) to quickly find the needed information during all stages of the project pipeline. Our goal is to make that information very easy to find and download.”

The cosmetic changes to the website were not dramatic, but Viance has implemented a category approach to its products to aid visitors in finding the products they are interested in. Consumers can quickly learn about Viance’s Decking and Fencing preservative treatments, or our Framing treatments for Whole-House new construction projects. Architects can easily find information on D-Blaze®, Viance’s Fire Retardant Treated Wood (FRTW).

Once visitors learn about Viance’s treated wood solutions, the Dealer Locator can direct users to local retailers that carry Viance products. The old Dealer Locator was limited, and most people now use internet search engines to find local sources for products. “We will constantly be adding new retailer locations as we get that information from our direct customers, the wood treaters, to make it easier for people to find our products” says Leda Johnson, Marketing Coordinator at Viance.

Part of the redesign was to select and implement a web-based content management system, or CMS, so that Viance Marketing could easily make changes to the website from any computer. “Now, if we receive feedback that some piece of information should be highlighted, updated, or added, we can bring up the CMS tool, make the change, and update the site in less than one minute. Our old solution required a desktop software package, which meant buying licenses for specific computers, and took multiple steps to make the simplest changes.” In addition to the better CMS, the site was designed with HTML5 and *jquery* to make the site searchable by the major search engines such as Google.

About Viance LLC

Providing an extensive range of advanced wood treatment technologies and services to the global wood treatment industry, with an expertise in wood biocides and wood protection chemicals, Viance LLC is an industry leader in the development of advanced greener building material solutions that improve the performance and durability of wood and wood products for sustainable building. Viance is a joint venture between Rohm and Haas Wood Treatment LLC and Chemical Specialties, Inc., a wholly owned subsidiary of Rockwood Holdings, Inc. For more information about Viance wood treatment solutions, visit www.treatedwood.com or call 1-800-421-8661.