



# NEWS RELEASE

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## ALPINE LAUNCHES NEW WEBSITE

**VERNON HILLS, III., May 20, 2015** – Alpine, a leading provider of building component software, metal connector products and equipment for component manufacturers, has launched a new website designed to provide comprehensive product, technical and company information, as well as other useful resources. The new website is accessible at [www.alpineitw.com](http://www.alpineitw.com).

The website features many notable enhancements – including improved navigation and a contemporary design – that will enable construction professionals and other visitors to more quickly and easily locate and utilize site content. It also consolidates a wide range of Alpine information that was previously accessible on multiple sites in a single location. In addition, the new website incorporates an easy-to-use search function and fabricator locator.

"This launch follows extensive research, planning and testing that focused on how to best organize and present the specific information website visitors desire," said Lisa Carter, Alpine general manager. "We believe it provides a greatly improved experience to everyone who wants to learn more about Alpine's many products and services. We will continue adding content to the site to make this an even more beneficial destination for visitors."

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The new website is organized into five main sections: Products, Services, Resources, About Alpine, and News and Events. Visitors can also sign up to receive Alpine newsletters, press releases and updates.

Alpine will continue to maintain its Trussteel.com and Instinct.com sites, and is developing a new site for its Alpine Academy online learning center at [www.alpineacademyitw.com](http://www.alpineacademyitw.com).

*Recognized for its engineering excellence, productivity-enhancing software and equipment solutions, and the industry's best service, Alpine is a leading provider of building component software, metal connector products and equipment to component manufacturers. Since 1966, the company has partnered closely with customers to enhance their business and productivity. Alpine is also a leader in delivering software solutions that increase homebuilder productivity and profitability. The company is a division of Illinois Tool Works Inc., a Fortune 200 global diversified manufacturer with \$14.5 billion in revenue in 2014. For additional information, visit [www.alpineitw.com](http://www.alpineitw.com).*

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