



FINE BAMBOO FLOORING, PANELS & VENEER

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## TERAGREN LAUNCHES NEW WEBSITE DESIGN

*Teragren.com now delivers expanded content, easier access for customers*

**BAINBRIDGE ISLAND, Wash.** – August 8, 2011 – Teragren ([www.teragren.com](http://www.teragren.com)), the nation's leading manufacturer of fine bamboo flooring, panels and veneer, today unveils a new website design intended to give its customers, retailers and trade professionals easier access to useful and relevant product information. The new Teragren.com is organized around six core topics enabling users more intuitive access to the wealth of information that makes up the site.

A heads-up navigation system directs users to major destination pages and enables access to any part of the site in a single click.

In addition to improved navigation and layout, the new Teragren.com delivers an expanded array of content that is educational and informative. New overview pages allow users to get the key points and information from each of the six main categories—coupled with links to drill down into expanded information that has been based on input from architects, consumers and the Teragren dealer network.

A new photo gallery with over 300 images has been built and broken down by product category, and this as with all other dynamic elements on the site have been designed for cross-platform access making every element available on smart phones and tablets as well as personal computers.

“This is a site that was built with the user in mind.” said Creative Director, Steve Tucker. “We took input from everyone on staff and made sure that we got the information and comments that

they hear on a daily basis. We wanted to create an attractive backdrop for our products that have a beauty that is already evident and provide an architecture that provides the ease of use that our visitors are seeking. Dynamic elements and specific navigation modules keep most pages above the fold and make the entire site more user friendly both visually and physically.”

Going forward the new Teragren.com will be adding more interactive features including training and educational modules and even more expanded information geared toward homeowners, do-it-yourselfers and the trade, which will include Teragren’s dealer network as well as architects and builders.

Tucker adds: “Just as Teragren has always made the best bamboo products in the industry it was paramount for our team to design and build a website that reflected and affirmed Teragren’s overall mission.”

The site launched on August 5th, 2011.

### **About Teragren**

In 1994, Teragren ([www.teragren.com](http://www.teragren.com)) pioneered the bamboo flooring, panel and veneer industry in the United States. The company is recognized as a category leader by the architectural and design communities as well as major floor covering distributors and retailers, and panel and veneer distributors. Teragren is also considered a leader within the broader sustainable business movement—it was named by *Inc. Magazine* as one of “The Green 50” companies that are setting the standard for environmentally friendly business, and one of the “Top Ten Greentpreneurs” by *Seattle Metropolitan Magazine*. All Teragren bamboo products contribute to certification under the U.S. Green Building Council’s LEED® (Leadership in Energy & Environmental Design) rating system in one or more categories.