

PRESS RELEASE



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OMG Roofing Products Launches New Website Experience

AGAWAM, Mass., April 2019 – OMG Roofing Products has launched a newly reimagined online destination at www.OMGRoofing.com. The new website is easier to navigate, includes an improved search function, provides a closer link between OMG field sales and distributors and offers detailed product information, as well as product calculators, specifications and a video library.

“Using feedback we gathered from users, we redesigned the website to make it much more intuitive and easier for roofing contractors and specifiers to find the right solution,” said Sam Everett, director of marketing communications for OMG Roofing Products. “Now they are never more than a few clicks away from whatever they need, whether it’s specific product information, detail drawings or locating their nearest OMG representative or distributor.”

The new responsive site adapts the user’s experience regardless of the type of equipment – desktop, laptop, tablet or phone – they are using to view the site. In addition, the

site has been translated into Spanish, German, Dutch, and Chinese to support OMG sales efforts in Europe and Asia.

Headquartered in Agawam, Massachusetts, OMG Roofing Products is a leading global supplier of commercial roofing products including specialty fasteners, insulation adhesives, engineered edge metal systems, roof drains, solar anchors as well as productivity tools such as RhinoBond. The company's focus is delivering products and services that improve contractor productivity and enhance roof system performance. Please visit www.OMGRoofing.com or call (800) 633-3800 for additional information.

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