



## For Immediate Release

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# Action Floor Systems Launches New Website

*Customer-focused Website Features a Searchable Product Gallery and Educational Content for the Industry*

**MERCER, Wis.** – [Action Floor Systems®](#), a manufacturer of maple and synthetic sports and commercial flooring systems, adds a new website to its list of updates. The new website follows the company's recent [branding update](#) and provides a responsive experience for users.

Site visitors now have the ability to easily and quickly identify the appropriate flooring systems, which are searchable by system name, facility type, and certifications. In addition, each product category has its own dedicated page with links to product pages for data sheets, specifications, detailed drawings, and more.

“Our main goal was to create a website that catered to the needs of our customers,” Tom Abendroth, Action Floors president, said. “Offering search functionality within our flooring systems was the first step, which developed into building comprehensive pages for each product category with supporting product pages so our customers can find exactly what they’re looking for.”



Action Floor Systems' Website Home Page

Dealers will also benefit from an updated dealer portal with improved navigation and downloadable Safety Data Sheets. This redesign was completed based on feedback Action Floors received from its dealers.

Immersed within the new website is the company's [System for Success](#), which is outlined additionally on its own page with a downloadable PDF. System for Success is Action Floors' comprehensive approach to fulfilling its customers' needs, from its knowledgeable sales force and ongoing customer support, to its quality flooring systems.

Not only has the company improved its online presence, it is also producing a consistent flow of educational content for industry professionals, which includes updated monthly content such as case studies, dealer spotlight stories, company news, and how-to and advice-driven articles.

“We have so many knowledgeable experts at Action Floors and this outlet will allow us to easily share that expertise,” Abendroth said.

Action Floors has been certified by several credible agencies within the industry including the Maple Flooring Manufacturers Association (MFMA), FIBA (Federation Internationale De Basketball), World Squash Federation (WSF), and more. These certifications can be found under the new website's About Us tab.

The company's modernized website is not the last of the updates you'll see this coming year. With a push to increase focus on its synthetic options and Action NitroPanel floor system, Action Floors broke them into separate sections within the website. An Action NitroPanel website will launch in early 2017.



### **About Action Floor Systems**

Action Floor Systems® of Mercer, Wisconsin, has been providing “A System for Success” through its wide-ranging sports flooring options since 1989. Action Floors has established itself as a trusted leader in the manufacturing of solid, hard maple permanent and portable floors complemented by its comprehensive selection of subfloor systems for beneath the wood. Action Floors also provides top-of-the-line, synthetic floor systems for a variety of applications. Located in the Northwoods of Wisconsin, Action Floors has emerged as a sustainability leader in the flooring industry and is the only Maple Flooring Manufacturing Association (MFMA) accredited mill that meets all of the Carbon Negative certification’s vital environmental and performance measures. For more information on Action Floors and its international sales network, visit [actionfloors.com](http://actionfloors.com) or call 800-746-3512.

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