



Action Floors “Refinishes” Their Web Site

(MERCER, WI) Action Floor Systems, a leading manufacturer of premium hardwood maple sports floors, has completed an extensive overhaul of the company’s Web site (www.actionfloors.com). Action Floor President, Gary Stephenson, says, “We wanted to make it easier for customers to find the best floor system for their needs.” With over 30 Action Floor systems, Stephenson says, “How does an architect, athletic director or school administrator determine what’s best for a given sport or budget?”

The Web site offers a pre-qualifying process in which a visitor can select from a list of applications, including types of sports or activities and competition levels from elementary to professional. A short list of appropriate systems is then suggested. But Stephenson says it’s not intended to be a self-serve shopping function. “This helps visitors get acquainted with possible options,” he says, “but we still encourage the customer to contact our sales people to find the right floor.”

Along with the new selection process, the site features simplified navigation; system performance data, downloadable specs and information about Action’s hardwood residential floors and new Herculon synthetic sports floor system.

Action hardwood sports floors are produced in the company’s plant in Mercer, Wisconsin and constructed of hard maple timber grown exclusively in northern Wisconsin and Upper Michigan...the hardest, finest-grained, and most sought-after wood available for top-quality athletic surfaces.

For more information about Action Floor Systems, visit www.actionfloors.com or contact Action Floor Systems LLC, 4781

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