



## PRESS RELEASE

**Granby. Friday, September 22, 2017** – Artopex is proud to present their brand new web site. Offering a more intuitive and immersive navigation, the web site has been redesigned into its basic structure in order to become a virtual showroom for visitors. The achievements of the company are honored and the new platform allows to truly plunging into the universe of the brand.

"The site's user experience has been developed to meet both the inspiration and understanding needs of architects and designers and to equip the company's retail partners," explains Francis Pelletier, Director, Experience customer at Artopex. "We have had the opportunity to carry out numerous projects in collaboration with our customers over the last few years and the new website is a platform dedicated to our creativity and our know-how in the industry."

The website, developed in partnership with Globalia, presents new interactive tools. Among these, the "Idea Planner" allows to design workspaces from Artopex collections configurations available in different formats, such as CAD, 3D and Plans. Projects completed by Artopex are also promoted in the new "Case Studies" section. In this section, the visitor discovers examples of collaborations with previous clients through actual projects such as the reorganization of the P.-E.-Trudeau International Airport, the Transcontinental offices or the Garneau Library.

Finally, Artopex dealers will not be disappointed. The creation of a purposed member zone to meet their needs is also part of the redesign of the website. Dealers will find all the necessary documents to complete their sales, as well as information exclusively reserved for members.

### **About Artopex**

In constant growth and a member of the Platinum Club of Deloitte's Best Managed Companies in Canada, Artopex is a leading manufacturer of office furniture offering everything under one roof, including wood and laminate casegoods, architectural walls, systems furniture, seating and storage. With an emphasis on the quality and durability of its products, Artopex has made its place in the market through its innovative office furniture solutions. Artopex was founded in Granby, Quebec in 1980 and has 465 North American points of sale. It is with pride in its roots and a commitment to its community that the family-owned company intends to pursue its expansion.

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