

FOR IMMEDIATE RELEASE:

## **All New at NewportBrass.com**

### A Complete Redesign of Site Serves Designers and Home Remodelers

*Santa Ana, CA* – May 2011 – The all new Newport Brass website has been launched with a bold new look and a wealth of information. The site is designed in a streamlined format that makes it easy to use for designers, consumers, and the showroom consultants that sell Newport Brass products across the country. Some of the site's new features include the following:

- Enhanced Specification Sheets on every product
- Large color product images suitable for printing
- Resource sections for showroom consultants, latest news, new products, and promotions
- Dedicated repair parts section
- A "Save Your Favorites" feature
- An expanded listing of product features
- Architectural drawings for use by design and building professionals

"Newport Brass is proud to introduce a website that accurately reflects the brand and provides useful information for our clients," states Jonathan Wood, Vice President of Sales and Marketing. "Newport Brass has created a premium look and feel for the site to better represent the upscale nature of the brand," notes Wood. At the same time the content on the site has been expanded with meaningful information, and visitors will find an enhanced "Where to Buy" tool and user-friendly navigation to access information.

The site's "Design Center" has been created to serve the needs of designers. The resources provided in the section include design ideas using Newport Brass products and articles on design trends, designing for special market segments, and eco concerns.

For showroom consultants the website is intended to be a sales tool and a resource that provides information on new products, samples of the latest advertising campaigns, PDF's of brochures and catalogs, and a photo gallery of products in home settings. Tools for making complementary product sales have been incorporated into the site with references to other product pages and links to related products.

Newport Brass sells solid brass fixtures and bath accessories in a wide array of finishes. Brasstech, Inc. in Santa Ana, CA is the manufacturer of Newport Brass products (along with motiv and GINGER brands.) Brasstech, Inc. is a business unit of Masco Corporation (NYSE: MAS) headquartered in Taylor, Michigan. Masco Corporation is one of the world's leading manufacturers of home improvement and building products, as well as a leading provider of services that include the installation of insulation and other building products.

For additional information regarding the new website and exciting new products, please call 949.417.5207 or visit [www.NewportBrass.com](http://www.NewportBrass.com) or [www.Brasstech.com](http://www.Brasstech.com) for links to the Newport Brass, motiv, and GINGER websites.

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