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Saint-Gobain Abrasives launches a new web site for Construction Products Market

WORCESTER, Mass., April 3, 2009 – Saint-Gobain Abrasives has developed and launched a newly redesigned web site for the Construction Market featuring product information on diamond blades, bits, abrasives and equipment. The new Norton web site solidifies the union and combined rich history of the former Clipper and Pro-Cut brands under the Norton brand umbrella to simplify selection of high quality products, innovative solutions and technology advancements, synonymous with the Norton name and showcases Norton’s newly reengineered blade and equipment offerings. The URL is: www.nortonconstructionproducts.com.

The newly redesigned site delivers an unparalleled WYSIWYG editor that enables many enhanced features and advantages for its users, from a clean and easy-to-navigate format to product detail links and powerful document management for easy access to application and safety information. Visitors will find all of the high quality products and expertise that Norton is known for, along with new innovative products to help them solve even their toughest construction application dilemmas.

- Improved Look and Feel – Enhanced graphics, easy-to-read information, modern design and clean page layouts provide visitors with an overall improved user experience.

- Improved Navigation – Web pages are intuitive and consistent, making it simple for visitors to find the information they are looking for through improved navigation technology tools that not only allow users to navigate easily, but provide them with a user interface to recognize where they are within the web site.
- New Features – Additional features on the web site include print-friendly web pages with better content, news and events notices with Really Simple Syndication (RSS) feeds, powerful taxonomy, increased application information, improved search features, innovative new products, tiered product performance indicators, product packaging and merchandising information, enhanced product images, the company's 2009 downloadable and fully searchable eCatalog, and FAQs located on each of the product-detail web pages and much more.

For ease of use and familiarity the web pages are divided into product sections that correspond to the new 2009 Norton Construction Market catalog. Visitors can download the 2009 eCatalog and product flyers directly from the web site for a detailed product overview, as well as information on products for specific applications or to find a product by UPC number. For all available Norton Construction Products literature, the site offers access to the Literature Request form from any screen. Visitors can use the web site's search tool to find a complete listing of information on exact products by name, unique UPC number, or to locate product specifications and details, and FAQs.

With Norton's long-standing commitment to excellence in the innovation of abrasives manufacturing, high quality, product innovation, technology advancements and superior customer service, visitors can continue to look for increased enhancements to the web site throughout 2009.

About Norton Construction Products

Norton Construction Products is a brand of Saint-Gobain Abrasives, a division of Saint-Gobain. Saint-Gobain (Paris) is a leading producer of construction products (building materials, gypsum products, insulation and pipe), innovative materials (abrasives, ceramics, high-performance plastics, flat glass, and technical fabrics) and glass containers. The company is also a leading distributor of building products. One of the top 100 industrial companies in the world, Saint-Gobain's 2008 sales approximated \$64.4 billion. In the United States and Canada, Saint-Gobain employs about 22,000 people and has approximately 160 manufacturing locations. Saint-Gobain's web site is www.saint-gobain.com.

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