

Lutron Electronics Redesigns, Re-launches Lutron.com

More than one year in the making, lighting control manufacturer Lutron Electronics Co., Inc., has unveiled its new website – www.lutron.com – which features a completely new infrastructure, search capabilities and customizable user experiences.

Stacey Kim, director of the company's web initiative, said that the new site was truly designed by and for Lutron customers. "With more than 2,000 customer interviews under our belts, we know exactly what type of information they want and how they want to see it."

The site was designed with more than 25 different user groups in mind, ranging from homeowners and interior designers, to builders, electrical contractors, lighting designers and facility managers.

"The experience will be unique for everyone," said Kim, "whether you're a newcomer searching Lutron.com for the first time or a 10-year 'super user.'"

Features of the redesigned website include:

- a completely redesigned site architecture and navigation
- a polished new look and feel
- a simplified where-to-buy process
- consolidated technical documents, including spec sheets and installation instructions
- an improved energy savings calculator
- a new LED product selection tool
- an inspirational tour on how to use Lutron products in the home and
- a content-rich press room

"With the new site, you are never more than a click away from finding products, buying them online, or finding an appropriate reseller," said Kim.

Phase II of the site will be launched within the year, expanding the site to further support Lutron's global markets as well as provide an enhanced, customized experience for a variety of customers.

About Lutron Electronics Co., Inc.

Lutron Electronics Co., Inc., headquartered in Coopersburg, Pa., is the world leader in the design and manufacture of light control solutions for both residential and commercial applications. The company offers a wide variety of lighting controls, whole-home and whole-building dimming systems, and electronically controlled shading solutions. Lutron products save energy, increase space flexibility, and enhance occupant comfort and productivity, making them essential to any home and building. For more information, view www.lutron.com.

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