



New Website

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## MASONITE LAUNCHES THE NEW [WWW.MASONITE.COM](http://www.masonite.com)

**FEBRUARY 6, 2008 - TAMPA, FL** – After several months of research, development and testing, Masonite is pleased to announce the launch of the new [www.masonite.com](http://www.masonite.com). The new site includes a fresh, clean look, extensive product content and incredible functionality to help consumers and trade professionals choose from [the best door products in the industry](#). The site also includes great new educational sections for those who want to better understand the door category or get technical information about Masonite’s products.

Masonite has designed three primary pathways into the site: “Browse, Design or Choose.” [Browse](#) leads the user to an extensive Product Gallery that showcases the entire Masonite product line. In the Product Gallery, the user can find their specific product through a short series of simple questions. [Design](#) features a [“Get Inspired”](#) section with a beautiful collection of Masonite’s latest photography and the Door Designer. The Door Designer allows the user to build their dream door, see it in a home setting (including uploading a picture of their own home), then find a Masonite Dealer or Home Center to purchase. Lastly, [Choose](#) is for the user that really needs to learn a bit more about the product before selection. In this section, users have the opportunity of selecting products by door design or material and learning about each. There is also a “Doors 101” section that is designed for helping the user to get comfortable with the process of selecting and buying a door.

“Our goal was to simplify the process of selecting a door by developing a site that was very user friendly, informative and comprehensively showcased Masonite’s wide range of interior doors and entry door systems,” says Dale Mayfield, Vice President of Marketing. “We feel that we have developed a world class site that rivals anything today in the building products category.” Many other sections of the site have been enhanced or created such as [“Technical Info, Where to Buy, Order Catalogs, About Masonite, News and Events](#) and [Contact Us](#).” For more information, please visit [www.masonite.com](http://www.masonite.com) or call toll-free at 1-800-663-DOOR.

Masonite is one of the world’s leading manufacturers [of interior doors and entry door systems](#). Throughout the company’s 80 year history, Masonite has maintained its focus on leading-edge innovation, manufacturing excellence and superior customer service. Masonite is committed to delivering product and service innovations that will enhance beauty, functionality and architectural design to its customers around the world. Builders, remodelers, architects and homeowners rely on Masonite products to create homes of distinction.