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Vinyl Siding Institute Unveils New Website

Enhanced website offers visual appeal and user-friendly features

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Washington -- November 5, 2009 -- The Vinyl Siding Institute, Inc. (VSI) invites builders, remodelers, architects, designers, planners and homeowners to visit its recently upgraded website – http://www.vinylsiding.org – designed for simpler navigation and increased visual appeal.

Focusing attention on timely topics, visitors to the new website are easily able to find information on vinyl siding benefits. For example, the home page features environmental-themed content that is now labeled with a special green leaf icon.

There also is a "Get Involved" opportunity on the home page encouraging visitors to join VSI's Grassroots Team, as well as a call-to-action for following VSI on Twitter – www.twitter.com/VinylSidingInfo – another way VSI provides news to its members and the industry.

In addition, the photo gallery received a makeover that showcases the vibrant look of vinyl siding, featuring dozens of home photos in a wide array of styles and colors. The expansive gallery details the architectural influence, profile and architectural trim used on each home.

For years the VSI website had been a popular resource for providing industry information, and now it is enhanced to make learning about vinyl siding's many benefits even easier. One of VSI's goals is to provide effective tools for disseminating the latest information about vinyl siding, and the website revamp further establishes the association as the go-to resource.

To browse VSI's new website, please visit http://www.vinylsiding.org .

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