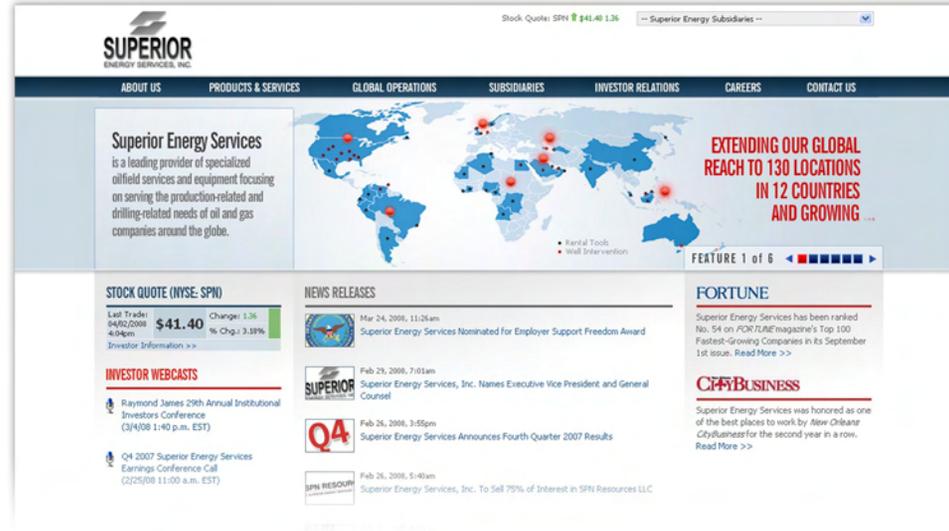


Before



- Design does not represent \$3 billion global company
- Limited investor information
- Broken navigation
- Limited content
- No clear messaging
- Content & code not optimized for search engines
- Few job applications

After



- A world class online presence that speaks to target audiences of clients, investors, and potential employees.
- The Investor Relations section of the site is the second most visited section after the homepage.
- Human Resources is receiving 5% more employee applications through the online application tool.
- Internal employees are using the site as an information resource saving administrative time.
- The site has been extremely well received by Superior executives including the CEO, Terry Hall. Because of the success of this project, Fusionbox has been asked to redesign each of the 16 subsidiary sites, develop an intranet, create an interactive sales presentation and continue to add content and tools to the Superior site.

Results

- World class design
- Focus on Global presence
- Clear, targeted messages
- Rich content resources
- Easy-to-use navigation
- More investor information
- Site is now search engine-friendly

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