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**For Immediate Release**  
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### **TRACO New Website Wins Crystal Achievement Award**

Cranberry Township, PA —TRACO has announced that its new website traco.com launched in celebration of its 65<sup>th</sup> anniversary has won the Crystal Achievement Award for most innovative website in a Large Company Category. The awards sponsored by



Glass Magazine, recognize companies for innovation and achievements in the Glass Industry. The new TRACO site was designed with enhanced features for Architectural, Commercial and Residential dealers, distributors,

architects, specifiers and contractors. TRACO.com features include: E.T.O. online pricing for commercial, coastal and residential products, AIA online LU courses for architects, an Architectural/Commercial TRACO Dealer Alliance (TDA) Program password protected section with a submittal package component for procurement purposes and a residential Distributor 1<sup>st</sup> online direct mail program for radiation marketing. The new website also provides a TRACO

E-Gen™ Software project sample designed to demonstrate projected energy savings and comparisons for projects with various TRACO products, glazing options and conditions. Additionally, the Speed Product Zone (SPZ) contains Architectural and Commercial downloadable specifications, details and drawings and a database filtering system that is market segment based with a light box element for ease of product selection. The SPZ section also features links to Building Codes, LEED® Certification and ADA Standards. TRACO projects are highlighted throughout the site including the Statue of Liberty and the Empire State Building. The new website was designed with a fresh sleek appearance and Business Groups color coded to allow for easy navigation through each area where product information, the latest technology developments and newsworthy events can be found.

TRACO manufactures a complete line of custom-designed residential, retail, architectural, heavy commercial, commercial rated windows, doors, window wall, storefront, entrances, impact resistant hurricane windows and doors and blast windows. The company's four manufacturing facilities, totaling approximately 2 million square feet, are located in Cranberry Township, PA (north of Pittsburgh), Johnson City, TN, Red Oak, IA and Bainbridge, GA. TRACO manufactures products for retrofit, new construction and historic projects utilizing state-of-the-art systems. The company's capabilities include: glass tempering and laminating, anodizing, paint finishing, aluminum extruding and glass insulating. Established in 1943 by Mae and E.R. Randall, TRACO now employs more than 1,800 employees. TRACO's memorable landmark

projects include handcrafting the windows for the crown of the Statue of Liberty and manufacturing more than 6,000 windows for the Empire State Building.

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For more information visit the TRACO website at [www.traco.com](http://www.traco.com).