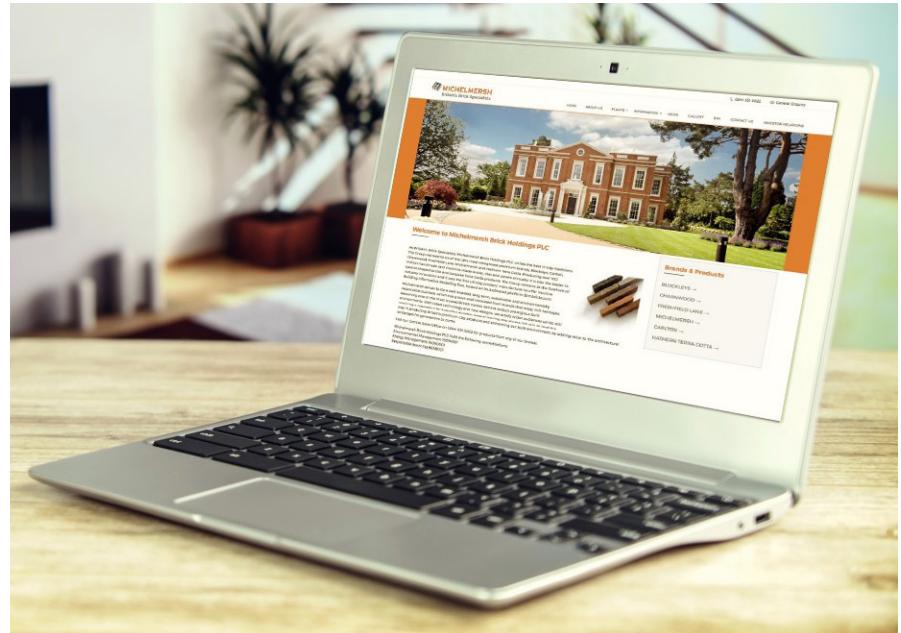


Enhancing your online experience

Michelmersh marks the start of 2018 with further innovation in the form of its newly released contemporary website. This significant upgrade has improved the layout, design and functionality of www.mbhplc.co.uk for an ever-increasing customer base. The fresh interface follows an intuitive composition which can allow visitors to seamlessly explore the site to reach their desired page. The site also features updated download areas for the news, gallery, technical and BIM (Building Information Modelling) sections.

Frank Hanna, Joint Chief Executive Officer of Michelmersh, commented: "This state-of-the-art website, showcases our extensive range of quality products and services in a clean and succinct style. Our site must cater to self-builders, architects, specifiers, contractors and house builders, therefore it was important to ensure that the site was both aesthetically pleasing and completely user friendly. We aimed to create a data rich website that did not feel cumbersome to the user. Given that the majority of us now use multiple devices to access information on the internet, we needed to ensure that the new site

would be compatible and optimised for everyone, expanding our ability to reach further audiences. We hope that this responsive new site provides a better experience for all."



The site also features Carlton, Michemersh's most recent acquisition, alongside the other core prestigious brands, displaying its broad spectrum of high quality, durable bricks produced from its manufacturing base in Yorkshire. The new responsive design allows for optimum viewing on phones and tablets whilst also featuring an advanced fast loading search facility alongside the traditional, easy to use product search which uses colour, type and texture to narrow down the product exploration. In addition, it is now very simple to view the total product offering of Michelmersh on one single, wide-view page. This allows the user to view and compare the full colour palette of tones, hues and textures across the vast arcade of high resolution sample panels on offer by the Group.

When viewed on larger screens, the new wide contemporary layout and full width gallery really comes into its own, showcasing Michelmersh's product and project photography to its full potential. Product pages have also been drastically enhanced to now feature several other useful options below the main technical data of the selected brick, paver or roof tile. This includes a 'view similar products' area which displays other sample panels of related colours or textures and a 'new product specific gallery' which provides real life examples of the selected product in the built environment. The new scroll and load, news and FAQ sections give an interactive and engaging interface.

Michelmersh continues to lead the industry by offering quality customer service and specialist advice through technical support. It is committed to doing its utmost to facilitate an easy process from specification to delivery and has therefore created a new updated technical area on the website, with current data. The brand new file download pages, which have been created for all products across the range, demonstrate Michelmersh's attempt to continue to be at the forefront of BIM.

Overall this website upgrade has greatly enhanced the whole user experience, navigating and distilling product information with improved visuals and data.