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### **Superior Manufacturing Group Launches New Responsive Design Website**

**Chicago, IL:** Superior Manufacturing Group, the industry-leading makers of NoTrax®, Akro™, APEX™, and HomeTrax Designs™ floor matting products, has unveiled its new responsive design website, [www.notrax.com](http://www.notrax.com). The new site enriches the user experience by delivering full content and functionality to a variety of markets.

With a clean and simple new look, the site was designed specifically for improvements in navigation, appearance and functionality. Other new features include:

- Interactive application diagrams to assist users in finding their best mat
- Up-to-date product information and photos for all product lines
- “Where to Buy” section that helps the user find an authorized NoTrax or Apex Distributor
- Quick access to social media channels, new blog and news section
- Career section to search and apply for available positions at Superior
- Distributor login section that provides additional information and resources for registered customers

In regards to development, VP of sales, Todd Borchardt said *“Superior’s new website is a great, user-friendly tool that will only continue to grow as a resource for our customers. The clean, modern look allows users to search for product solutions in a variety of ways. The enhanced “where to buy” function allows users to easily locate distributors who offer our four brands.”*

**About Superior Manufacturing Group:** Superior Manufacturing Group corporate headquarters are in Chicago, Illinois with additional manufacturing and distribution facilities in Georgia, Mississippi, and The Netherlands. For over 60 years, Superior has been dedicated to serving the needs of the floor matting industry with quality products, customer service, and sales support. Superior’s NoTrax family of floor matting products can be found in a wide variety of applications for the industrial and commercial markets.

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