



National Elevator Industry, Inc. Launches New Website

Highlights

- New *NEII*® website offers contemporary new design with faster, easier navigation
- Enhanced content delivers one-of-a-kind information and resources for elevator industry

SALEM, N.Y. (December 10, 2013) - The National Elevator Industry, Inc. (*NEII*) is pleased to announce the launch of the association's new website: www.neii.org. The redesigned website offers visitors a streamlined user-experience, improved navigation and a mobile-ready, contemporary new look. Additional features include valuable content designed exclusively for the building transportation industry and riding public, industry newsletters, fact sheets and white papers.

The *NEII* website is a result of nearly a year's worth of planning, research and consultation to ultimately deliver visitors a vastly improved user-experience. Along with the refreshed design, the site also features increased functionality with a powerful new search tool and integrated social media links for seamless access to the association's Twitter newsfeed and members-only LinkedIn group.

Visitors can also find the latest content from *NEII* on vital topics such as elevator and escalator safety, key industry innovations and sustainability. An updated codes and standards section highlights new resources on the Performance-Based Code as well as *NEII*'s well-known proprietary tools "CodeFinder" and *NEII*-1. The Member area will also be redesigned in 2014 and will feature updated access to exclusive website content.

"As we evaluated how visitors were accessing and using our website, we knew it was time to embrace a more media-rich, mobile-friendly design," said Edward Donoghue, managing director *NEII*. "This new website reflects the professional and dynamic image of our industry and makes it easier than ever for our members, the media and the riding public to find the in-depth, focused content they've come to expect from *NEII*."

About *NEII*

National Elevator Industry Inc. (*NEII*) is the premier national trade association representing the interest of firms that install, maintain and/or manufacture elevators, escalators, moving walks and other building transportation products, including parts or components. *NEII* promotes safe building transportation for new and existing products and technologies, and works with various organizations on the formation, adoption and enforcement of the latest building transportation codes and standards. *NEII* membership includes the major elevator companies in the United States, if not the world. *NEII* offers Regular, Trust and Individual memberships. For more information about *NEII*, please visit www.neii.org.

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