

NEWS RELEASE

Boone County Millwork Launches Interactive Web Presence

Columbia, MO – Boone County Millwork has launched a new, interactive website at www.boonecountymillwork.com. Greg Eiffert, President of Boone County Lumber announced the site for the millwork division went live Friday, August 29, 2003.

According to its positioning statement, BCM is “The Building Process Made Easy”. Now, the process is even easier, as customers can visit the impressive 4,000 square foot showroom from the home or office, 24 hours a day.

Developed locally by IDPgroup, the website features 360 tours of showrooms and workshops, an interactive door builder, picture galleries, and several resources for both the builder and the client. The website seeks to give people an idea of what Boone County Millwork can do for them, why they offer the best quality products and service available, and where they are located.

“The website attempts to answer the question ‘What do we do here?’. As we talked with customers and the public, there was an overall sense of ‘I didn’t know you were here’,” says J. Michael Roach, President and Creative Director of IDPgroup. “We strived to communicate the impressive nature of the showroom, and showcase the value-added services that make Boone County Millwork very unique in this market.”

Greg Eiffert, President of Boone County Millwork, notes, “The concept was to take a piece of the showroom, put it on the website to give the customer a feel for what we do here, and to create a desire to visit our showroom.”

This is Boone County Millwork’s first website, and one component of their multi-faceted campaign - “The Building Process Made Easy”.

In January 2000 Boone County Millwork opened a new facility at 2112 Vandiver Drive in Columbia. The new facility features a 4,000 square-foot showroom which helps builders and their customers make a number of design decisions and product selections in one place. With interactive display units and a full line of samples in stock, the showroom gives builders and their clients the opportunity to see products in freestanding model rooms to more closely reflect how they would appear in their current project, rather than choose product from a catalog.

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