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ASC Building Products Unveils New Website for the Roofing Community

Revamped website offers residential, agricultural and commercial markets a roofing resource for design, procurement and installation.

November 24, 2008 – ASC Building Products, A Division of ASC Profiles, launched www.ascbp.com, a new customer-focused, interactive website this week. www.ascbp.com was designed to better educate and promote different applications of ASC Building Products roof and wall panels.

“ASC Building Products strives to make the benefits of steel roofing easier for our users to understand, whether they are end-users, distributors, installers or contractors,” said ASCBP Vice President Shannon Linker. “The new site is a response to the needs of home-owners, installers and distributors as a single source of information regarding design, selection and installation of ASCBP steel roofs and walls,” added Linker.

The new website offers user-friendly features and benefits including:

- Downloadable installation guides and upcoming online videos for installers and contractors. www.ascbp.com
- A searchable database of nearby distributors for end-users throughout the Western United States. www.ascbp.com/resellers/
- Updated color charts with emissivity and reflectivity data for each color, 3D panel profiles, specifications, and sample warranties are available for download. www.ascbp.com/color/



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ASC Building Products, a Division of ASC Profiles, A BlueScope Steel Company, is an industry-leading specialist in metal roofing products since 1971. ASCBP provides a variety of innovative profiles while offering estimating services, installation guides and energy-saving products to the residential, agricultural and light commercial markets. For more information, visit www.ascbp.com or call 1-800-360-2477.