



MEDITE SMARTPLY launch new, customer driven website

Innovative timber panel manufacturer, MEDITE SMARTPLY, is excited to announce the launch of its new website - the latest stage in the company's rebrand project. Designed to provide a customer-centric user experience, the website offers a comprehensive and detailed breakdown of the brand's entire range of MDF and OSB products, plus all supporting environmental and test certification. Importantly, it also brings together the previous three individual product websites for ease of navigation and access, something customers asked for.

With a clean, contemporary design, the website hosts a range of content including case studies, news stories, product pages and downloads. External user testing was carried out to develop a site tailored to customer needs and expectations, allowing distributors and end users to find the solution they need in just a few clicks. This was especially critical in the stockist selector, where ease of location was seen as key.

The new website reflects MEDITE SMARTPLY's market-leading position in sustainable timber panel manufacturing and continues to drive the company's new corporate identity, helping to cement the brand's thought-leading position in the marketplace. New advertising campaigns, sales tools and literature all continue to set the standards of what OSB manufacturers can do.

"We're tremendously proud of the new website," said Stuart Devoil, Head of Marketing & Brand at MEDITE SMARTPLY, "which is the result of a lot of hard work and dedication. As MEDITE SMARTPLY moves from strength to strength under one unified brand, it was only right that our website design reflected this new integrated brand identity and the market-leading status of our product portfolio. Along with other vehicles such as our SMARTPLY AR app and product selector, the new site will continue to establish our digital presence and give our customers a more engaging and straightforward experience online."

Visit the new site here: <https://mdfosb.com/en/>

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About MEDITE SMARTPLY

MEDITE SMARTPLY is part of Coillte, an innovative, FSC certified Irish forestry and forest products manufacturer. Based in Clonmel, County Tipperary and Waterford, Ireland, MEDITE SMARTPLY produces a versatile range of Medium Density Fibreboard (MDF) and Oriented Strand Board (OSB) building products.