



New website and logo part of overall re-branding process

Natech (www.natechindustrie.com), a manufacturer of LED lighting solutions for the commercial, industrial, architectural and institutional sectors, today revealed its new website. The site has a product finder and quick links designed to enable visitors to find LED product information quicker and easier.

With intuitive navigation and a design that is easy on the eye, visitors will be able to efficiently locate information and documentation for products like the company's LED projectors, linear fixtures and downlights.

"We have a diverse range of LED lighting products and we needed to make it easy for our customers to find the products and the information they need," said Sylvain Thérien, president, CEO and founder of Natech. "We're proud of the site and feel that users will appreciate the efforts we've made to ensure their visit will be pleasurable and efficient."

The launch of the site also reveals a new corporate logo, as Natech re-brands itself. The logo is a modernized and more dynamic version of the previous logo, featuring flashes in the typeset.

"We are going through a period of change and growth," said Thérien. "It is time to freshen up and this new branding signals our intent to renew our focus on delivering excellent products and service to our customers."

The new website, featuring the Natech's new logo, can be seen here: www.natechlighting.com.