

Feeney, Inc. Unveils Redesigned Website

Updated website offers ease of use and an enhanced user experience

OAKLAND, Calif. – June, 2018 – Feeney, the nation’s premier cable rail manufacturer, has launched a new version of its website to better address the needs of dealers, building professionals and consumers. The re-engineered site incorporates a more responsive design, enhanced navigation, streamlined functionality and an improved site search capability – all designed to improve visitors’ desktop and mobile viewing experiences.

“The new Feeney website embodies a user-centered approach, providing visitors with an optimized experience when interacting with the website,” said Andy Penny, vice president of marketing and advertising for Feeney. “Our goal when redesigning the site was not only to create a sophisticated, contemporary look, but also to simplify navigation and present information in a more intuitive way to ensure visitors can easily learn about our brand and product offerings.”

To facilitate product selection in the CableRail product family, Feeney has organized solutions into three overarching categories. The “CableRail Kits” section, featuring Feeney’s popular, all-inclusive cable kits that bundle all of the necessary cables and components into easy-to-use packages. Included in this section are the newly-introduced CableRail Conceal Kits. The “Build Your Own” section is home to Feeney’s DIY products, offering a selection of cable and Quick-Connect® fitting options that can be mixed and matched to handle any railing design and attachment condition. Contractors, architects, and other experienced power users looking to specify customized cable railing solutions will find everything they need in the “Custom Solutions” section.

The new Railing Systems category encompasses all DesignRail® product offerings, including the recently introduced DesignRail® Aluminum Railing Kits. This section has been organized into “Kits”, showcasing DIY railing solutions and “Create Your Own”, presenting all the options for creating a custom DesignRail® railing with a configurator to show how the custom options come together.

Other top-level product categories include Feeney Architectural Rods, featuring Sta-Lok® stainless steel tension fork fittings, and Feeney Garden, featuring the aluminum and stainless steel Trellis collections. The website also includes an updated photo gallery and blog, a filterable Technical Documents section, as well as comprehensive site search capabilities.

“With the new website, we’ve taken a solutions-based versus a products-based approach, while also simplifying our product terminology. We’re excited to introduce this latest iteration of our site, which further exemplifies the ‘Feeney makes it easy’ brand promise.”

The redesigned website is part of Feeney’s larger branding initiative, which was undertaken to unify the look and feel of Feeney’s offerings while refreshing the brand identity with a new logo and colors that

reflect the evolution of the brand. As part of this effort, Feeney has redesigned its retail literature focusing on a solutions based presentation and updated its POP displays to make product exploration and the shopping experience more efficient and enjoyable. Additionally, inspirational lifestyle imagery showing Feeney products in installed settings has been added to all promotional materials.

To browse Feeney's enhanced website, visit [Feeney, Inc.](#)

About Feeney

Feeney, Inc. has been a leading manufacturer of quality, awe-inspiring architectural products since 1948. As the originator of cable railing infill in the US, Feeney is a leader in creating products that enhance where people live, work and play. Based in Oakland, California, family- owned Feeney produces CableRail stainless steel cable kits, Quick-Connect® auto-locking cable fittings, DesignRail® aluminum railing systems, stainless steel Architectural Rods, awning kits and the Trellis Collection of cable garden trellises.

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