

Teragren Bamboo Launches Mobile Website with Interactive Functionality



Teragren (www.teragren.com), the nation's leading manufacturer of fine bamboo flooring, panels, veneer and worktops, has recently launched a new mobile site designed for easier functionality on mobile devices and quick in-and-out access to the most visited features on the traditional site. Now sales personnel on the show floor can quickly and easily access the needed information to answer customer questions, and Architects and Designers can find the technical information they need while on the go.

Teragren has witnessed a steady increase in visits to their website from mobile devices – 33% in the past six months – and feels that this new resource will be invaluable for a wide variety of visitors. The new mobile site highlights the four most sought after features from Teragren's traditional site: Products, an Inspiration photo gallery, Teragren's Retail Locator on "Where To Buy", and Technical information and support.

The most visited page on Teragren's traditional site, the Dealer Locator, operates in conjunction with Google Maps. It has been specifically designed to make finding a Teragren authorized retailer quick and easy, and now that all Teragren website visits auto re-direct smartphones to the mobile site, the map functionality will be easier to navigate from a mobile platform.

Additionally, the ability to order Teragren's most popular product samples direct from the mobile site is a major benefit for Designers and Specifiers. Adding product samples to the shopping cart directly from the product page is a breeze, and means that a Designer doesn't have to remember to get online back at the office to order the samples they need for a design board, they can do it right from their phone.

"In the industries we service, time is valuable and people are on the move", said Teragren President Mike Boshart. "We want to make it as easy as possible for sales staff, Architects, Designers and Specifiers to get the information they need. We know much of that community is getting their information on a mobile platform, and the 20% increase in mobile traffic since we launched the mobile site just proves it."

Check out Teragren's new mobile site at m.teragren.com.

About Teragren

Floor Covering Media

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In 1994, Teragren pioneered the bamboo building materials industry in the United States. Manufacturing furniture-grade bamboo Panels and Veneer, as well as traditional and strand bamboo worktops, flooring and matching Accessories, Teragren can guarantee the quality of its products through direct control over a vertical supply chain. All Teragren products undergo independent quality testing on a regular basis, and are designed to last for generations. A core component of Teragren's mission is to ultimately become carbon negative. Teragren is recognized as a sustainable business category leader— named by *Inc. Magazine* as one of "The Green 50" companies setting the standard for environmentally friendly business, and one of the "Top Ten Greentrepreneurs" by *Seattle Metropolitan Magazine*. All Teragren bamboo products contribute to certification under the U.S. Green Building Council's LEED® rating system in one or more categories, as well as meet stringent indoor air quality standards. Testing and Certification information is available on their website. (www.teragren.com)