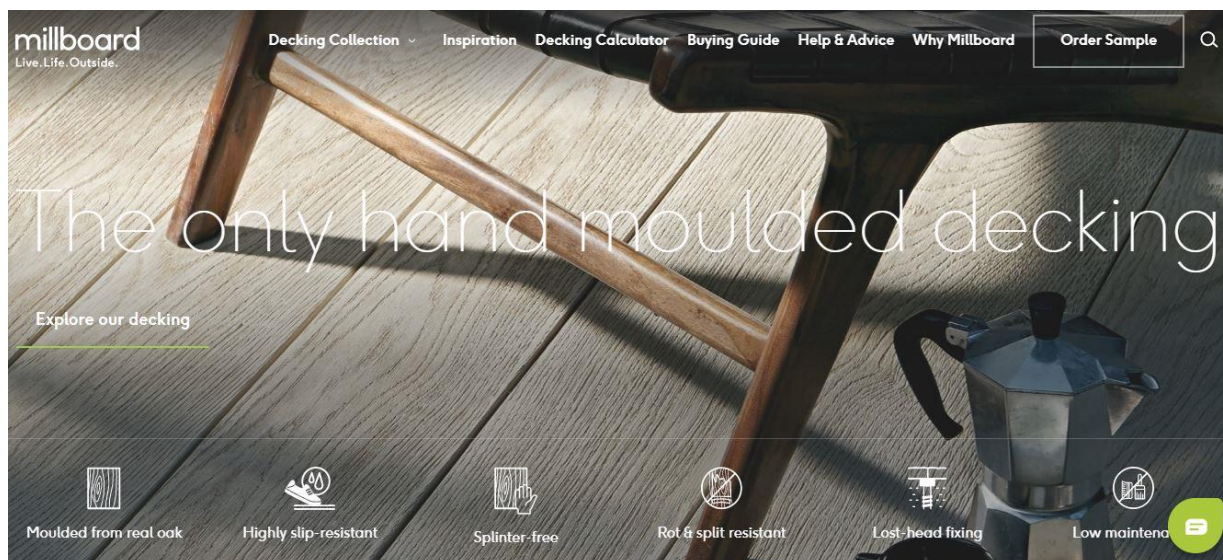


PRESS RELEASE

05.08.20 for immediate release

Millboard unveils new immersive website



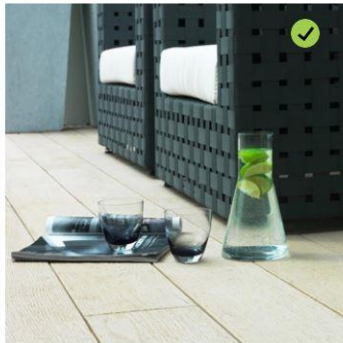
New website to celebrate over ten years in the landscaping industry

Millboard has launched a new [website](#) that demonstrates the company's flair for customer-focused innovation. Built on exhaustive customer research and feedback, the new site is designed to be effortless and intuitive, providing inspiration for homeowners and industry professionals alike.

Since launching their unique wood-look decking boards over a decade ago, Millboard has earned a reputation for quality and distinction. The company commissioned a new website to mirror the same values across their digital presence, and to provide an enhanced customer experience.

Caroline Birdsall, Millboard's Marketing Manager, states that, 'Millboard has undoubtedly established itself as a premium brand and we needed the look and the feel of the website to reflect that. But we also wanted it to do more than that, and to include more of what our customers have told us they'd like to see.'

Project Type



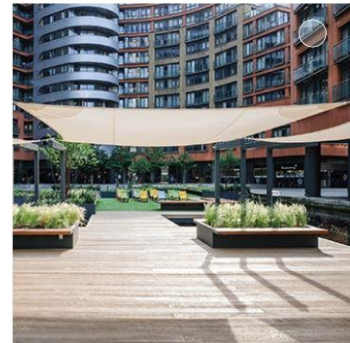
My Home

Create your dream outdoor space with a new deck for socialising, relaxing and dining.



Client's Home

Give them a beautiful installation that requires little maintenance and stands the test of time.



Commercial

Millboard looks exceptional, even when used in commercial or public space applications.



The new website makes extensive use of impactful, high-definition photography and video, and hosts an inspiration section containing projects, galleries and an outdoor living blog. The whole website is clearly signposted to guide visitors towards a range of helpful services. Ordering a free sample or finding a local supplier is now completely effortless.

The new site also contains a custom-built unique decking calculator, to give visitors the opportunity to plan their projects in full.

The website was built by award-winning Northern Irish digital agency, Eyekiller. Eyekiller's prestigious client list includes Van Morrison and the BBC, and they've also built campaign websites for various Coca-Cola brands. Eyekiller's team carried out leading-edge research into the browsing needs of Millboard's customers and this informed the content and design. The site is now information rich and offers practical information, installation advice and a library of resources for architects and landscapers.

Birdsall writes, 'We are thrilled with the new site. It's so intuitive and user-friendly, and because of the initial research phase, it boasts an improved customer journey. Quite simply, everything is where you want it to be. The Buying Guide is also proving to be a popular feature, and we are hearing a lot of feedback that confirms that it's a valuable addition.'

The new site marks another milestone in the company's evolution and cements its reputation as a distinctive and cutting-edge brand.

The new website can be visited at www.millboard.co.uk