


EXAMPLES OF COMPETITOR WEBSITES

The following slides are some examples of our competitors websites. For each site we have pasted an image of their home page and highlighted the things that we like and the things that we didn't like

A red rounded rectangle button with a thin black border.

Don't Like

A green rounded rectangle button with a thin black border.

Like

<http://www.wicinc.com/>

<http://www.buckleyind.com/>

<http://www.hloeb.com/index.html>

<http://www.customgasketmfg.com/>

<http://www.thermalproductsco.com/index.html>

<http://www.fabsrv.com/>

<http://www.ims-insulation.com/>

<http://www.fabricationspecialties.com/>

www.rsifibre.com



HIGH TEMPERATURE INSULATION & THERMAL MANAGEMENT SOLUTIONS

Western Industrial Ceramics is an industry leader in thermal management solutions for high temperature applications. Serving the Western U.S. with offices in Los Angeles, CA and Portland, OR since 1971, we have led the way in providing heat engineering for boilers, kilns, induction, melting and heat treating furnaces, fireplace logs and panels, thermal oxidizers and fireproof insulation.

We maintain large inventories of Unifrax® Fiberfrax® products, including insulation blankets and boards, high temperature textiles and ceramic fiber modules. In addition, we maintain stocks of mineral wool, castable, plastics, mortars, insulating and refractory brick and alumina products. We provide vacuum forming services, allowing us to produce refractory shapes made from refractory ceramic fiber, mineral wool and castable of all temperature ranges, including alumina, silicon carbide or multiple grades.

[Contact us](#) today to discuss your industrial furnace design and/or thermal problems. Let our engineers review your heat requirements for economic solutions to control.

PRODUCTS



Refractory Fibers and Clay
Products in all temperature ranges

[See a list of Our Products](#)

CUSTOM SERVICES



Custom Vacuum Formed Shapes
and Field Refractory Installations

[See a list of Our Services](#)

DID YOU KNOW?



Glass Blower and Pottery Supplies

[Talk with one of our experts
about your project needs](#)

HAVE QUESTIONS?



Call us at 1-800-727-9424 or

[Email our experts](#)

NAVIGATE

HOME
ABOUT US
PRODUCTS
CUSTOM SERVICES
CLIENTS
CONTACT US

CUSTOMER SERVICE

CONTACT US
REQUEST A COMPANY BROCHURE
SHIPPING, PAYMENT
INSTALLATION QUESTIONS
SIGN UP FOR OUR E-NEWSLETTER
LOGIN

OUR TEAM

Glen Buchanan has been company
Controller since 1992. He has worked
with customers and suppliers for
our financial planning.



Portland Web Design by PixelSpoke

Banner is small

Don't like their menus

Don't like their stock
photo

This is too much text



HOME

PRODUCTS

CAPABILITIES

ABOUT US

CONTACT US

Commitment to Quality.

Our experienced team is ready to help. [Contact us, today!](#)

INSULATION

POLYURETHANE FOAM

SPONGE RUBBER

SOLID RUBBER

POLYETHYLENE FOAM

FILTRATION



Buckley Industries, Inc. is a fabricator of insulation, foam, and other non-metallic materials for a variety of industries. Our experienced sales and engineering team will be happy to help determine the right material for your application. **WE ARE COMMITTED TO DELIVERING A QUALITY PRODUCT, ON TIME, AT A COMPETITIVE PRICE.**

With a number of fabricating machines ranging from CNC Robots, Waterjets, Die Cutters, Laminators, Splitters, and other foam fabricating equipment we are equipped to meet your needs.

Call 1-800-835-2779

sales@buckleyind.com

BUCKLEY INDUSTRIES | 1850 E. 53RD STREET NORTH, WICHITA, KS 67219 |

© 2015 Buckley Industries Inc.

HOME

PRODUCTS

CAPABILITIES

ABOUT US

CONTACT US

Hard to see this navigation against background.

White is a tough contrast with yellow.

Good clear statement of what they do.

Menu repeats

www.buckleyind.com

Call to Action

Clear statement of what they do.

This feels too busy for a home page.

Services feature prominently on the website.

H. Loeb Corporation specializes in **Die Cutting, Non-Metallic Machining & Fabrication Services** and is a **Manufacturer of Custom Thermal Insulation Products.**
Let Our Engineering Staff Help on Your Next Project.

Services

Die Cutting Services

CNC Cutting & CNC Routing

Custom Thermal Insulation

Specialty Laminating Services

Slitting & Sheeting Services

Project Portfolio

Development & Manufacturing of Thermavid Insulating Component for the Solar Industry



Die Cutting Services

- Custom tooling can be made according to print
- Specialization in textile gasket materials



CNC Cutting & CNC Routing

- 1/4" thick material cutting
- Routing, Oscillating Knife, Drag Knife, and Creasing capabilities



Custom Thermal Insulation

- Distributor of CertainTeed and Crane Insulations
- Thickness from 0.005" to 4"

From Custom Design to Flawless "No-Lead-Time" Production, if it's 2 dimensional, H. Loeb can cut it. Our specialization includes Die Cutting, Prototype Parts, Non-Metallic CNC Cutting & Routing, Thermal Insulation, Laminating and Slitting & Sheeting Services. Some of the parts that we have manufactured are rubber & foam gaskets, seals, and thermal gap pads. We also custom manufacture die out insulation products for specific applications. Whether you need one piece or one million, our team is ready to work for you. With H. Loeb, when you need a part, you also get a partner. [more information >](#)



Specialty Laminating Services

- Water-based laminates
- Roll to roll, pressure sensitive, and thermal laminating available



Slitting & Sheeting Services

- Specialize in fabric, plastic, and paper slitting
- Razor and Baloney Slitting up to 72" wide

Technical Engineering Services
Material Sourcing
Vendor Managed Inventories
JIT Delivery

Call **1-800-627-6451** for information or an immediate quote



Industries Served



Aerospace
Commercial Laundry
Cryogenics
Furnaces
High Tech & Electronics
Hot Water Heaters
Industrial Equipment

Lighting
Medical
Military
Refrigeration
Solar
Textile



Custom Gasket Mfg. specializes in the manufacturing of precision **rubber extrusions** and **extruded rubber profiles** in all shapes, sizes and lengths in a wide range of solid and sponge rubber materials. The majority of these rubber extrusions can be produced in a solid or hollow inside form.

800-985-6750

www.customgasketmfg.com

Too busy...



Simple Tag Line

- Air Handling
- Sound Covers
- Fiberglass Products
- Appliance Insulation
- Specialty Products
- Gaskets

Offering Insulation Products & Services For All Your Thermal And Acoustical Needs

Fabricating Services, Inc. has been a distributor and fabricator of many types of thermal and acoustical insulation since 1989. We offer laminating, die cutting and fabricating of insulating materials to a variety of industries, including appliance, HVAC, transportation and for specialty industrial applications. If you have an insulation need, Fabricating Services has an insulating solution.

Good description length





Quality Products For High Temperature Applications

Call: 770-662-0456

Email: info@ThermalProductsCo.com

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Search

GO

Thermal Products Company, Inc.
is a Manufacturer, Fabricator
& Distributor of High Temperature
Products, including:

**Ceramic Fiber Insulation,
Modules, Gaskets & Fireproof
Insulation**



Ceramic Fiber Blankets



Ceramic Fiber Papers



Ceramic Fiber Board



Ceramic Fiber Textiles



Ceramic Fiber Liquids



Ceramic Fiber Bulk Fibers



Ceramic Fiber Modules



Ceramic Fiber Gaskets



Ceramic Fiber Shapes



Non-Refractory Fiber



Fireproof Duct Insulation



Silica/Fiberglass Textiles



Crucibles



Heating Elements



Furnace Linings

Since 1981, Thermal Products Company, Inc. has been a manufacturer, fabricator & distributor of high temperature products rated to 3000°F.

Providing energy & cost saving solutions along with superior customer service & quality products is our commitment to you. Our specialty lines include Unifrax's Fiberfrax, FyreWrap, Isofrax & Insulfrax insulation and Newtex's ZSil Silica & Zetex Fiberglass Textiles. Also available are Silicon Carbide Heating Elements & Clay Graphite Crucibles. Ceramic Fiber Modules, Gaskets, Strips, & special shapes are manufactured from these high temperature products to suit our customers' requirements.

[Learn More](#)



Call to Action

Call to Action

Simple statement of
what they do.

Focused on products
rather than services

Request a Call Back

Name:

Phone:

Message:

REQUEST A CALL BACK

IMS Brochure Download

To download your copy of the new IMS catalogue simply click on the download button below.

DOWNLOAD BROCHURE

Experts in High Temperature Insulation

Welcome to IMS

IMS specialise in the manufacture, machining and supply of high temperature insulation materials and components for use throughout industry world-wide.

READ MORE

Several locations in the UK and outlets throughout the world ensure we can provide the most comprehensive range of insulation materials and technical support to our customers. With over forty years service to industry, we have products that serve all industrial sectors including Power Generation, Petrochem, Rail, Offshore, Steel, Aluminium, Glass, Incineration, OEM's and Induction Heating.

Our High Temperature Insulation Products by Category

IMS are committed to bringing you the most comprehensive and advanced range of products available from the world's leading manufacturers, coupled with an excellent range of materials produced by IMS.

We carry a comprehensive stock level of materials at all of our sites. Please select a link below to view additional product details.

Customer Service

Our ability to rapidly respond to customer requirements will always remain our priority and has been a key factor in the success of our company to date. The outstanding growth of IMS is testament to the belief our customers have in our company, its products and levels of service.

Tag Line

Site is too bland

Custom Fabricated Insulation & Gasketing Materials.
At Fabrication Specialties, Inc., we custom fabricate thermal and acoustical insulation, gasket products, gaskets, and others on metallic surfaces. Our services are accurate, cost-effective, and efficient saving you energy and money.

Materials

Ceramic Fiber

View All >>

Fiberglass

View All >>

Mineral Wool

View All >>

Foam Insulation

View All >>

Bioabsorbables

View All >>

Services

We provide a comprehensive range of services for thermal-acoustical insulation, and non-metallic gasketing materials. We are committed to providing every client with excellent customer service.

Industries We Serve

Refractory

Industrial Applications

Commercial Appliances

Acoustical Panels

HVAC

Construction

Transportation

Services We Provide

Die Cutting	Waterjet Cutting	Slicing	Sawing
Gasketing	Encapsulation	Kit Packaging	Routing
Drilling	Sealing	Painting in Place	

Quality

We aim to always provide the best and most appropriate insulation or gasketing material for any project. Our extensive list of suppliers and business partners allows us to carry a diverse product line, and ensure we have the necessary materials in stock.

Fiberglass	Microfil®	Microfil®	Tuf-Skint®
Spin-Glass®	Exact-O-Mat®	Exact-O-Kut®	Exact-O-Sand®
Whisperlon®			
Ceramic Fiber			
Kaowool®	Onesid®	Onesid®	Minimax®
Onesid®	Fiberfil®	Onesid®	K-Shield®
Bioabsorbable Refractory			
Supersid®	Calmag®		
Mineral Wool			
Rockboard™	Cerfirock™	Cerfirock™	Oni-board™
Hert Industrial®			
Foam			
Cerifoam®	Aerocel®	Thermal™	

Certifications

ISO Certified

Prime Supplier

NIA Member

Perry Johnson

Statement does not jump out at you

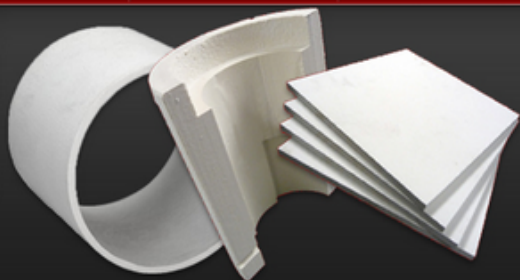
Simple banner

Photo does not help to tell a story

This is not services..

Quality? Or Products

Page is too long



Insulation Boards, Sleeves and Shapes

- Implanted Hardware, Meshes, Pins
- CNC machined custom shapes
- Intricate Molded Shapes

To learn more visit our [Manufacturing Capabilities](#) page

1 2 3 4 5

Manufacturer of Vacuum Formed Refractory Ceramic Fiber, Bio-Soluble Fiber and Mineral Wool Insulation Shapes to Contain and/or Direct Heat

Refractory Specialties offers a wide range of insulation products and ceramic components in a vast assortment of materials. Our expertise in materials and engineering gives us the advantage to not only provide our customers with thermal insulation products, but insulation solutions.

With a vision toward the future, RSI continues to expand the use of high temperature insulation and refractory products to satisfy new applications in these industries: [Appliance](#), [HVAC](#), [hearth](#), [metals](#), [fuel cell](#), [solar energy](#), [fire protection](#), [petrochemicals](#), [industrial process furnaces](#), [food industry](#), [solid fuel appliances](#) and [alternative energy](#). With technology surging ahead, RSI will continue to develop products for any industry where heat needs to be directed or contained. All development, production, finishing and shipping of products is done under stringent quality control procedures according to ISO 9001:2008 standards.

Featured Products

Gemoolite



Gemoowool



Solutite



Blankets



T-Cast



Sinterlyte



C-Cast



MicroCell



[View All High Temperature Products >>](#)

Product Characteristics

Suitable for Temperatures up to 3000°F

- ▶ Exceptionally Resistant to Thermal Shock
- ▶ Durable and Reduces noise
- ▶ Low Thermal Conductivity
- ▶ Lightweight and Energy Efficient
- ▶ Resistant to Corrosion, Water and Oil Damage
- ▶ Completely Free of Asbestos
- ▶ Reflective
- ▶ Fire Proof
- ▶ Reaches Steady State Quickly
- ▶ Directs and Contains Heat

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Don't forget to visit our parent company



230 West California Ave. | Sebring, OH 44672 | Tel: 330-938-2101 | Fax: 330-938-2574 | Email: bthomas@rsifibre.com

Flash is a problem because if you don't land when the right image is up.....

Simple statement, but doesn't really stand out from website busy.

Too busy