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ASSE International Launches Updated Website

Mokena, Ill. (Feb. 13, 2015) — ASSE International has launched a revised and re-branded website to more accurately represent the organization as it is today and offer easy-to-find and relevant, updated information about its nationally-recognized standards, product listings and professional certification programs.

“In order to put our best foot forward, we need to consider the most common way that people seek information about our organization,” said ASSE International Executive Director Scott Hamilton. “Our website is often the very first impression that potential members and customers have of ASSE International, and we believe that this updated site will add an increased level of professionalism and usability to our web presence.”

The revised website consists of the same basic structure as ASSE’s former site, but with graphics, fonts and colors updated to a more modern, professional design and messaging adjusted with accurate and of-interest information. In addition to its clean and consistent visual identity, the site will also offer easier and quicker navigation. By looking at traffic patterns from past years and gauging user interactions, ASSE International has added access to the site’s most popular pages directly to the homepage for a less time-consuming web experience. These pages include the database-driven product listings and seal authorizations search, ASSE-accredited schools search, ASSE certified backflow professionals search, standards update chart and online membership enrollment via the ASSE Webstore. Taking note of the dramatic rise in online cross-connection control certification testing, access to online testing is now more prominently displayed on the homepage for students.

The revised website also includes the addition of an ASSE Government Affairs page, which keeps track of ASSE-related legislative and regulatory developments in Washington, D.C. and throughout the country. By utilizing this page, members and supporters can have their voices heard and join ASSE International in urging members of Congress to take action on measures that support our industry.

Learn about ASSE International’s product performance and professional qualifications standards, product listings, professional certification and membership programs at the organization’s revised and re-branded website at www.asse-plumbing.org.

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ASSE International is an ANSI-accredited standards developer and product certification body comprised of members representing all disciplines of the plumbing and mechanical industries.

ASSE’s product performance standards, professional qualifications standards, professional certification and product listing programs aim to improve the performance and safety of plumbing and mechanical systems. Learn more about ASSE International at <http://www.asse-plumbing.org>.