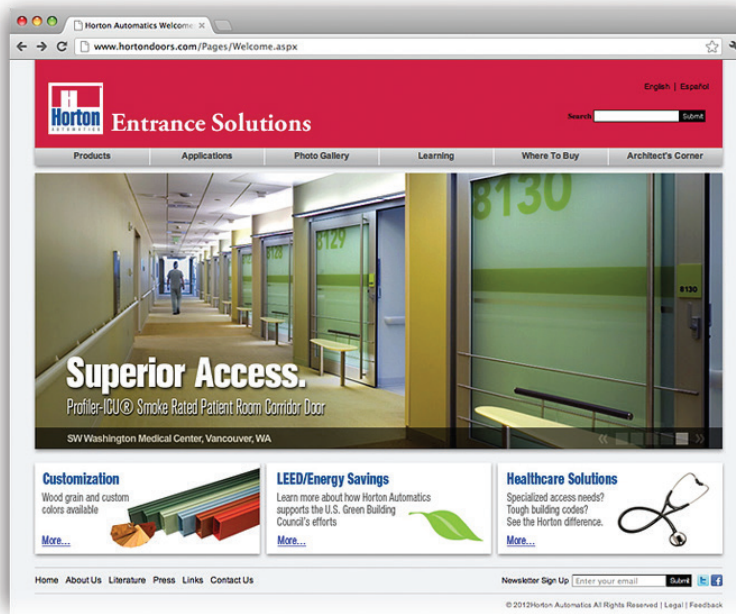


# Horton Automatics New Website Launch

## Case Study



### Goal

With an eye toward engaging the architect and specifier audiences, Horton envisioned an easy-to-use website that rewarded clients and prospects with comprehensive product information quickly & intuitively. It was also critical to design the website using a Sharepoint compatible software format, for seamless integration with corporate's future technology strategy.

### Strategy

Horton and Heinzeroth Marketing evaluated the targeted audience to determine what website attributes the users would find most beneficial. The following features were identified and designed into the website to enhance user experience:

- Visuals of Horton product applications through video, animations and photo galleries for creative inspiration.
- Architect Corner where users can narrow down a product search following intuitive drop-down menus.
- An interactive photo gallery with the ability to zoom and download application photos.
- A revamped learning center.
- Bilingual website which can be viewed in English or Spanish.

### Client Brief

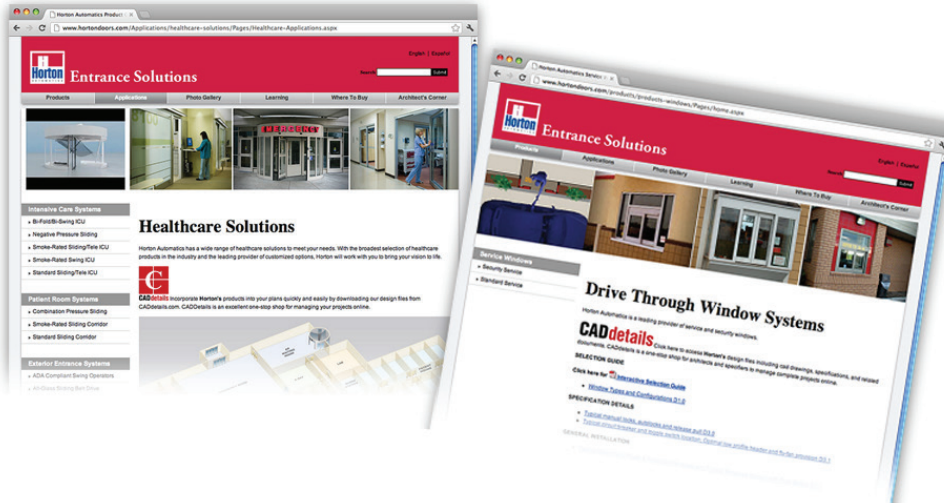
Horton Automatics, a Corpus Christi, Texas based division of Overhead Door Corporation, is a leading manufacturer of automatic entrance solutions for commercial, institutional, industrial and transportation applications.

**HEINZEROTH**  
Marketing Group

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## Results

The new website enables clients and prospects to utilize an interactive selection guide for choosing product application, type and detailed specifications. Upon completion, architectural detail, drawing and specification sheets are generated for project submittal.

*“HMG’s unique expertise in technology and website design was invaluable to the implementation & success of this project.”*

*“Our new website features a customizable search by product or application leading the user to specifications, drawings and literature. Whether you’re looking for a specific product or ideas for your next project, hortondoor.com will be the one stop destination for architects and specifiers.”*

Ron Grabowski, Marketing  
Manager of Horton Automatics

For more information contact:  
Call 815-967-0929 or email [hmg@heinzeroth.com](mailto:hmg@heinzeroth.com)

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