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Dayton Superior Unveils Cutting-Edge Website to Enhance User Experience

Dayton, Ohio Jan. 21, 2015 – Dayton Superior Corporation has unveiled a new, company website, www.daytonsuperior.com, that incorporates a fresh new look and employs cutting-edge technology. The result is a website that offers industry-leading, precision performance capabilities to enhance the user experience.

The www.daytonsuperior.com website utilizes a sophisticated platform to support state-of-the-art navigational functionalities tailored to specific user types. The site is intuitively able to detect whether a user is browsing or searching the website and will adjust the flow of information accordingly. Additional innovative features of the site include:

- Complete industry-segment solution packages
- A searchable, competitive cross reference function for chemical products
- A customizable product comparison function
- Expedited access to all Dayton Superior online resources (including product literature, mobile applications and third party specification tools)

The site's sophisticated, yet clean design is accented throughout with imagery of iconic construction projects across the globe, for which Dayton Superior provided product solutions.

“Dayton Superior is extremely proud to launch our new, technologically-advanced, fully-featured website,” said Randy Brown, Senior Vice President, Global Sales and Marketing for Dayton Superior. “As the innovation leader in the concrete construction industry, our objective in developing the new website is to merge high-tech functionality, visual interest and ease of use to create value and a competitive edge for our customers.”

To experience Dayton Superior's new website, go to www.daytonsuperior.com.

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ABOUT DAYTON SUPERIOR CORPORATION

Dayton Superior is a leading provider of accessories, chemicals, forming and paving product solutions to the nonresidential concrete construction industry. Their portfolio includes over 17,000 standard, in-stock items, a network of 15 distribution centers and 13 U.S. manufacturing facilities allowing Dayton Superior to serve their customers as a single source provider of high quality products and services for over 90 years. Dayton Superior products are found on infrastructure, institutional and commercial construction projects across the world. With the 2014 opening of their Innovation Center, Dayton Superior will assess, evaluate, prototype and launch new products at an industry leading pace to transform industry productivity through innovation and create a competitive edge for their customers. For more information, visit www.daytonsuperior.com.