

For Immediate Release

Contact: Larry Williams  
(202) 785-2022  
lwilliams@steelframingalliance.com

### **More Features on Enhanced SFA Web Site**

Washington, D.C., Feb. 22, 2005—The Steel Framing Alliance announces the launch of its enhanced Web site, which promises easier use, more features and better access to publications and educational materials, especially for members.

The site, which resides at [www.steelframingalliance.com](http://www.steelframingalliance.com), was designed internally by SFA staff to provide a true gateway to the steel-framing industry. It offers a wide range of features that will appeal to everyone who currently frames with steel, as well as those interested in learning more about steel-framed construction.

“Our intent is for this site to be a resource for visitors, a repository of tools and information for members,” said SFA President Larry Williams, “and a platform we can use for training and exchange of information with members and the marketplace.”

Changes to the site include:

- Easier and more direct navigation.
- Free promotional materials, including issue papers, simple "how to" guides and case studies for public downloading.
- A quickly growing FAQ page with a wide range and depth of information.
- A more user-friendly store that will make it easier for shoppers to find what they're looking for.

The special Members Only section includes:

- Free technical and design guides.
- A downloadable, standardized seminar for architects, with additional standardized presentations on the advantages of steel framing, the market overview, and basic how-to topics.
- A free on-line seminar geared toward engineers and professional designers.
- Communications functions that allow local Alliance chapters to use administrative functions of the member database to reach members via e-mail, fax or mail, as well as participate in managing member records.

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Features or documents to be added to the site within months include:

- Additional technical and design guides that have been produced through HUD-sponsored research programs.
- A searchable directory of fire- and sound-rated assemblies.
- On-line seminars for engineers and architects, free to members and available to non-members for a fee. (An introductory demo course now online with additional courses added every other month.)
- A calendar of programs and activities for use by local ambassadors to coordinate participation courses (added every other month).
- A directory of companies that provide design software for engineers.
- An expanded directory of schools and programs where framer training is available.
- A new and expanded library of engineering details that can be downloaded individually or as a set.
- Online surveys.

“This site gives us a level of flexibility that we’ve never had before,” said Williams. “It is our hope and expectation that the industry will consider this new site a tool and use it often, and encourage others to use it, as well.”

The Steel Framing Alliance is an association of more than 450 companies and organizations with the mission of enabling the widespread use of steel framing in residential and commercial construction. Headquartered in Washington, D.C., SFA provides education, publications, technical support, research and development, and market development programs to companies representing the full spectrum of manufacturing, construction, design, distribution and professional services.

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