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## **Novik® Launches New Website in 2016 with Easier Navigation and Product Selection**

QUEBEC CITY, QC – Novik®, a premier manufacturer of shakes, stones and accessory products that replicate the natural beauty and texture of wood and stone materials, announces a brand new website at [www.novik.com](http://www.novik.com), launched in January 2016. The company has also created a new tagline to communicate this message: Luxury Reinvented. The new site will enable Novik to better spread the word about its growing brands and definition of new categories in rich, elegant shake and stone looks.

Available in English and French Canadian, the site makes it easy to toggle between both languages. “The new Novik website is one of many tools that align to help Novik get its brand message out to the building industry and consumers as we rapidly expand throughout North America,” said Ralph Bruno, President, Novik Sales Corp.

The intuitive Novik site has been organized to make product selection easier with scalable navigation across the company’s wide range of product lines. Designed to be smart phone and tablet-friendly for building pros on the go, the site has downloadable product catalogs and an interactive “where to buy” map. It also features Spring Training Program details for dealers.

Two of Novik’s brands in particular, NovikStone™ and NovikShake™ with StainNatural™ technology, are poised to define completely new categories in the building products industry. NovikStone is a rich, natural looking stone product that replicates the elegance of stone but installs faster and easier than stone or stone veneers. Impervious to moisture and therefore perfect for ground contact, it is available in many different styles, such as Dry Stack, Stacked Stone River Rock and Brick. NovikShake’s line of StainNatural products, in six rich colors, are the first in the industry to offer a true wood stain on a polymer shake, that installs quickly and easily.

For more information about Novik’s products and to check out the new site, visit [www.novik.com](http://www.novik.com).

### **ABOUT NOVIK**

Novik® is the premier brand featuring NovikShake™, NovikStone™ and related products that completely reinvent luxury for your home. These products replicate the natural beauty and texture of wood and stone materials that are in demand for today’s designs. With easy installation, low maintenance and exceptional performance, Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit [www.novik.com](http://www.novik.com).