



SHAKES, STONE AND ACCENTS

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Novik's Website Wins HubSpot Growth-Driven Design Award

QUEBEC CITY, QUEBEC -- Novik®, a premier manufacturer of shakes, stones and accessory products that replicate the natural beauty and texture of wood and stone materials, has been awarded the HubSpot Quarterly Impact Award in the Growth-Driven Design category for its newly designed website at www.novik.com.

The award recognizes Novik's agency, Falls Digital based in Cleveland, OH, for creating a web design in both English and French Canadian that delivered excellent web metrics under a short deadline. HubSpot is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. The HubSpot Impact Awards, given quarterly in six different categories, will be presented at the annual Inbound Conference in November 2016.

"Novik, with premier brands NovikShake and NovikStone, is very pleased to be recognized for its newly launched growth-driven website," said Ralph Bruno, President, Novik Sales Corp. "The website design has re-organized and prioritized our product content, improved functionality and optimized our lead generation in a very short timeframe. Most importantly, the new site is driving business to our dealer network, increasing their business while making Novik easy to buy."

The Falls digital team was tasked with revitalizing the Novik website in November 2015, in time for Novik's big trade show, the International Builders Show in mid-January 2016. By utilizing a growth-driven, launchpad methodology and HubSpot platform, the website launched on time and with excellent performance data. Less than a month after the launch, the more robust, functional website has yielded an impressive increase in total traffic by 32.5%. And during the same short time period, 1,262 visitors viewed the Dealer Locator page.

NovikStone™ and NovikShake™ with StainNatural™ technology, are poised to define completely new categories in the building products industry. To learn more, visit www.novik.com.

About Novik

Novik® is a premier manufacturer of NovikShake™, NovikStone™ and accents that replicate the natural beauty and texture of wood and stone materials. At the forefront of technology, Novik offers attainable luxury that is attractive and easy to install. 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.