

NEW ROCKLER.COM WEBSITE PROVIDES STATE-OF-THE-ART FORM AND FUNCTION

Responsive Design, Navigation, and Content Help Site Visitors Find What They Need

MEDINA, MN (November 7, 2013) - Rockler Woodworking and Hardware has given the Rockler.com website a complete redesign and restructuring to help online shoppers and information seekers find what they need quickly and easily. The new site is the first in the woodworking industry to be fully optimized for all sizes of computers and devices. Using a new technique called "responsive design", every page of the site will automatically optimize for the device and screen size the customer is using. This allows users to shop easily at home on a desktop or laptop computer, review plans and materials lists from a tablet while in the shop, and complete purchases on the go using a smartphone.

"We made it a point to emphasize the three primary things we provide to woodworkers and DIYers everywhere – products, how-to information and project ideas," says Scott Ekman, Rockler's Vice President of Marketing. "Our new site features thousands of products, plus a wealth of how-to articles and free project plans."

The new Rockler.com. features enhanced category menus, an abundance of filtering options, and the ability to compare items side by side. Users can zoom in on images to investigate every detail of a product before purchase. The expanded how-to section provides guidance, advice, and insight through a library of articles, plans, and videos. The visual design utilizes clean, well-lit images as well as textures and fonts with a vintage flair to echo that of recent branding updates seen in Rockler's catalogs, retail flyers, print ads, and flagship retail store in Maplewood, Minnesota.

Note: Hi-resolution images and text to go along with this news release are available for download at www.rockler.com/news.

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 59th year as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking and do-it-yourself products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, ME, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI – plus 60 partner locations nationwide, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit www.rockler.com or call 1-877-ROCKLER.


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HOW TO
PROJECTS
SALE

Search



CREATE WITH CONFIDENCE

Watch Our Video

CREATE WITH CONFIDENCE
The Rockler Advantage

PRECISION WITH EASE
With the world's greatest glue joints

SPEED WITH ACCURACY
With the CNC Shark Work System

DO-IT-YOURSELF KITS

Browse DIY Kits

Online Exclusive

TODAY'S FEATURED DEAL

Shop Now

SHOP BY CATALOG

Quick Order Form
View Online Catalog
Request a Catalog

Get Started

PROJECTS & PLANS

Browse online and find the right project for you

Get Started

BEST SELLERS

View All

SALE



Rockler Corker Plus Work Grippers
★★★★★ (12 reviews)

[View Item](#)

ONLINE



Rockler Silicone Glue
★★★★★ (12 reviews)

[View Item](#)

SALE



Shark Night® Dust Separator
★★★★★ (12 reviews)

[View Item](#)

ONLINE



Mixing Mastek Adesive
 Gel, Surface Film - 95%, Plus, and More!
★★★★★ (12 reviews)

[View Item](#)

SHOP BY CATEGORY



Hardware

Drawer Slides
 Hinge Lighting
 Storage and Organization
 Hardware
 Knobs and Pulls
 Project Hardware

[View All](#)



Power Tools

Power Saws
 Lathes
 Sanders
 Planers
 Routers
 Handheld Tools
 Drill Presses
 CNC Machines

[View All](#)



Hand Tools

Hand Saws
 Planes, Scrapers and Scrap Chisels and Scrap Knives
 Chisels
 Hammering Tools
 Mallets and Mallets
 Screwdrivers
 Picture Framing Tools

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Wood

Domestic Lumber
 Exotic Lumber
 Plywood
 Maple Stock
 Hardwood
 Custom Doors and Windows
 Mason
 Edge Banding

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Finishing

Wood Stain
 Paint
 Air Finishing
 Specialty Finishes
 Finishes
 Finishing Accessories
 Applications

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