



# METRIE™

THE ART OF FORM

## **METRIE™ DIGITAL MARKETING PROGRAM EARNS 2014 *DIGITAL INNOVATION AWARD***

*Industry-unique digital marketing strategy and highly-interactive new website wins top three for Best Innovative Brand Strategy*

### **FOR IMMEDIATE RELEASE**

**VANCOUVER, B.C.** (October 8, 2014) [Metrie™](#) was named one of three top companies for Best Innovative Brand Strategy by the [2014 Digital Innovation Awards](#). Hosted by Innovation Enterprise, the awards program celebrates excellence in digital innovation.

Metrie™, formerly known as Mouldings and Millwork, launched an industry-unique digital marketing strategy over the last year, including a highly-interactive website. The design-centric lumber and design company launched the strategy in tandem with a full rebrand and launch of North America's first coordinated collections of ready to install, professionally designed trim, mouldings and interior doors.

“Metrie™ is absolutely thrilled to be named one of the Digital Innovation Awards' most innovative brand strategists after the launch of our new digital marketing program,” says Alexandra Marshall, Metrie™'s Vice President of Marketing. “We have had a big year and it's extremely rewarding to see our team's vision and hard work gain such sought-after recognition.”

Metrie™'s extensive digital program engages consumers and industry professionals with interactive elements on their website such as planning tools, including their [Style Quiz](#), a feature that helps customers find a coordinated collection that most matches their personal style, and a [Room Styler](#), which enables users to digitally customize the look of a room. The site's [Inspired Living](#) section hosts galleries of before and after rooms, home décor projects with detailed how-to instructions and videos, and their inspirational blog, [The Finished Space](#), shares design trends and industry news.

To engage professionals, the website hosts tools and content such as CAD drawings of the new [Then & Now Finishing Collections™](#) product lines, a collator feature that allows users to create projects using their favourite products and room designs, as well as continuing education courses on interior finishings – a new industry category launched by Metrie™. Since launching their new website earlier this year, Metrie™ has seen a tremendous 50 per cent increase in traffic to their site, as well as in the amount of time that visitors are spending on the page.\*



# METRIE™

THE ART OF FORM

Other winners in the category of *Best Innovative Brand Strategy* include Comedy Central and RED Games. Winners in supplementary categories include: Avery Dennis, Kaiser Permanente and CashStar for *Best Use of Digital Technology to Enhance the Customer Experience*; CNN, eBay and TNS for *Best Digital Strategy of the Year*, and Narrative, PayPal and Marriott International for *Best Conversation Starter of the Year*.

Since 1926, Vancouver-based Metrie™, has committed to creating high-quality, finely crafted architectural elements, which has allowed them to become the largest supplier and manufacturer of solid wood and composite mouldings in North America. Metrie™ offers builders, designers and homeowners the tools to create unique spaces that look professionally designed using interior finishings.

For more information on Metrie please visit [www.metrie.com](http://www.metrie.com).

#### **About Metrie™:**

Our story began in 1926 as a small, family-owned and operated business. But our innovative design and commitment to fine craftsmanship have helped us expand operations to include eight solid wood and MDF manufacturing facilities, plus 26 distribution centers in the U.S. and Canada. Our legacy has grown to include more than 5,000 moulding profiles and products manufactured in an environmentally responsible and sustainable manner. This enables us to help create finished spaces where life can unfold, one story at a time. Visit [www.Metrie.com](http://www.Metrie.com), our blog [TheFinishedSpace.com](http://TheFinishedSpace.com), or check out our eNewsletter [Metrie.com/finishedstyle](http://Metrie.com/finishedstyle) for more information.

Source:

\*Google Analytics: February 3, 2014 – October 3, 2014

###

#### **Contact:**

Julia Wilkinson

[Julia.Wilkinson@edelman.com](mailto:Julia.Wilkinson@edelman.com)

604.648.3427

**Metrie™ Social Media:**



METRIE™

—  
THE ART OF FORM

Facebook – [Facebook.com/OfficialMetrie](https://www.facebook.com/OfficialMetrie)

Twitter – [Twitter.com/OfficialMetrie](https://twitter.com/OfficialMetrie)

Pinterest – [Pinterest.com/OfficialMetrie](https://www.pinterest.com/OfficialMetrie)

Houzz – [Houzz.com/Pro/Metrie](https://www.houzz.com/pro/Metrie)

LinkedIn - [LinkedIn.com/company/Metrie](https://www.linkedin.com/company/Metrie)

YouTube - [YouTube.com/OfficialMetrie](https://www.youtube.com/OfficialMetrie)