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1200 E. Phila. Ave
Gilbertsville, PA 19525
(610) 367-2036

A.D. Moyer Launches New Mobile-Friendly Website

Gilbertsville – (3-Aug-15) A.D. Moyer Lumber – voted as the Tri-County area’s #1 Window Dealer for 13 consecutive years, #1 Home Improvement Store six consecutive years, and #1 Contractor Supply Dealer three consecutive years – recently launched an all-new .NET (dot-net) mobile-friendly website to further enhance its levels of customer service.

A.D. Moyer first established its online presence in 1997 when it procured the **admoyer.com** domain name and contracted the first static website design in basic HTML with Media Fusion Technologies, Inc. of Boyertown. Through the decades the site has undergone various facelifts and upgrades, becoming partially dynamic with ASP Classic programming in the early 2000’s.

“We’ve had our sights set on this major website overhaul for a few years and the pieces finally fell into place,” said A.D. Moyer’s Director of Marketing, Ron Schock. “We focus on remaining a technology-minded business, seeking to stay in the forefront of providing the latest industry product and service advances to our customers on multiple levels. Keeping our website technologically advanced, user friendly, and builder-valued is important to us and to our customers, especially with the fast-growing dependence on mobile-browsing devices in the building-materials industry.”

According to a survey conducted by Equipment World – a global news and e-commerce website servicing the construction industry – the use of mobile devices by construction professionals doing research on-the-go has jumped significantly, from 21% in 2011 to 61% in 2013 and will certainly continue to rise.

“Since 2002 we have provided the service for qualified contractors to log in to our website and access product pricing for more than 20,000 stock items from their home office after hours. This has been an extremely popular value-added service. Now we are pleased to provide that service in a more advanced technology with greater functionality and a mobile-friendly format. This enables contractors to access prices while they are sitting in a coffee shop, meeting in a customer’s home, or on the jobsite.

“Contractors can also manage the content of their free Find-A-Builder business listing while accessing additional key resources, special offers and promotions, and more. Additional features and enhancements are already in the planning stages,” he added.

Visitors to the frontend of the website will find it loaded with valuable company information, news, announcements, promotions and more updated regularly; along with its popular and enhanced Find-A-Builder engine. This module assists consumers in quickly locating a contractor in the area who specializes in their project type, while providing valuable links and information on how to protect themselves while doing so and to verify if the contractor is licensed in PA. A new photo gallery, Featured Contractors page, and the eShowroom Product Selection Center with complete manufacturer details on nearly every product available from A.D. Moyer, round out the offering.

According to Schock, the new admoyer.com is designed and developed in the Microsoft ASP.NET framework using Microsoft SQL Server as the database platform. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which permits authorized A.D. Moyer staff – through a tiered security process – to control 95% of site content live-time via web browser using a fully-custom proprietary Content Management System developed by Media Fusion Technologies. This includes an intranet module that was developed to centrally administer the Installed Sales department between store locations, a Corporate Document Library, and more.

A.D. Moyer Lumber & Hardware, Inc. is a family-owned and operated business with locations in Gilbertsville, Pottstown and Bethlehem that has been serving the Tri-County area of Southeastern Pennsylvania with quality building materials since 1939. A.D Moyer is one of the oldest privately-owned building materials businesses in the area with employees who average more than 20 years of service with the company. Over the decades A.D. Moyer has built a solid reputation as a building-materials leader and generous contributor to area benefits, charities, organizations, and the scholastic and athletic endeavors of the area's youth. For more information, visit admoyer.com or call (610) 367-2036.

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