



Mary Jo Gentry
(763) 807-9963
Maryjo_gentry@wfc-fc.com

FOR IMMEDIATE RELEASE

Williams Unveils Newly Redesigned Website

COLTON, CA, December 19, 2023 – Williams, a leading provider of HVAC heating and cooling equipment, proudly announces the launch of its redesigned website, www.williamscomfort.com. The new website features a refreshed look, enhanced functionality, and improved intuitive navigation that allows visitors to easily find the product information most important to them.

“Our goal with this project was to quickly and seamlessly provide visitors with the product information they need to make informed buying decisions,” said Think Pho, Williams’ president and general manager. “Our website is an extension of our commitment to our customers and another example of how we prioritize delivering top-notch service. We believe the new website will help customers better understand the full depth of our product offerings and is symbolic of the product advances we have embarked upon this year,” he continued.

The company has added many new features to the site, including:

- **User-Friendly Interface:** The website boasts a sleek and intuitive design, ensuring a seamless navigation experience. Load times have been optimized so there is no waiting for pages to load.
- **Updated Navigation:** The top navigation bar has been updated with the most important links and resources to help needed information you need more intuitively and efficiently. Navigation has been simplified and streamlined, making it easier to find the product information and support visitors most request.
- **Responsive Design:** Whether accessed from a desktop, tablet, or smartphone, the website adapts seamlessly to provide an optimal viewing experience across all devices.
- **Project Showcase:** Visitors can explore William’s extensive range of fan coil projects with installation information, high-resolution images, and case studies.
- **Knowledge Center:** Provides quick access to literature and videos, troubleshooting tips, bulletins, frequently asked questions, and a BTU calculator.
- **Improved Search Functionality:** Allows users to easily narrow down the product portfolio by selecting key words or performance attributes. The website will deliver results from the first few keystrokes when searching for content. Search results can also be filtered and refined to more quickly access the information.

About Williams

The Williams name is synonymous with the highest quality and most popular line of HVACR products to fit any residential or commercial need, including gas and electric furnaces, fan coils and air handlers. Williams's products are installed in residential homes, hotels, casinos, museums, dormitories, and apartment complexes and are featured in several historically significant landmarks including Columbia University, The Smithsonian Institute and onboard Air Force One. Our products are sold nationwide through a network of authorized HVACR representatives, wholesalers, and retailers. For more information, call (909) 825-0993 or visit our website at www.williamscomfortprod.com.

###