



## NEWS RELEASE FOR IMMEDIATE DISTRIBUTION

### Website Launch Announcement

*Dimax Building Performance* Re-Brands & Re-Launches Corporate Website

July 21, 2011 (Toronto, Ontario) – Peter Horvatis, Vice-President of Business Development, *Dimax Building Performance* is pleased to announce the re-brand and re-launch of the corporate website [dimaxperformance.com](http://dimaxperformance.com).

The site presents key information about the firm, its management team and the overall value it provides to firms interested in partnering with *Dimax Building Performance*. It also offers a fresh “look and feel” with a stronger brand presence.

Websites today are the primary channel by which clients develop an understanding and appreciation of their supplier companies. Not only do websites provide a detailed explanation of the service offering and capabilities of the service provider but they also convey the vision and values of the management team. The website must be a true reflection of the firm.

“The site offers rich content supporting our corporate value proposition and helps the visitor understand how we can help close the knowledge gap between operational data and management decisions. It is also a work in progress and will certainly continually improve”, said Horvatis. “We plan to add videos, FAQs, articles, podcast and much more. This will be the site to go to for all information related to *Dimax Building Performance*.”

“Our marketing communication & brand partner, [EMpression](http://Empression.ca), lead by Javed Khan, insisted that before we expend any effort on the look and feel of the website, we had to finalize our core messaging. Once the core message was established the various supporting marketing pieces came together quickly. We are pleased with the result and believe that all of our future marketing efforts will extend from the core messaging, established early in the development process. We were lucky to have Javed Khan and his team. He kept us on track and did not allow us to get sidetracked by glitzy and superfluous website gimmicks.”

We invite you to visit the website.

For speaking engagements or interviews please contact Javed Khan 416.889.6069 or [javed@empression.ca](mailto:javed@empression.ca)

### About *Dimax Building Performance*

*Dimax Building Performance* began as a technology company some 30 years ago, delivering hundreds of control systems to buildings throughout the world. Over the years the company has evolved into a building performance service company, drawing on the knowledge and experience gained in the control system business.

Dimax’s value proposition is to drive building performance by closing the knowledge gap between operational data and management decisions, providing greater visibility into equipment effectiveness and energy use.