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## FOR IMMEDIATE RELEASE

### **Des-Case Website Wins Creative Gold**

*Company's revitalized website recognized for communications excellence*

**GOODLETTSVILLE, Tenn. (February 1, 2016)** — [Des-Case Corporation's](#) new website has been selected a gold medal winner in the annual "International Davey Award" competition of the Academy of Interactive and Visual Arts for the compelling way it portrayed both company and products.

The company's site was nominated to the competition by [Huemor](#), the Farmingdale, NY web design agency that helped the Des-Case Marketing Team redesign the site. Huemor's client roster also includes NBC Sports, Live Nation, Alliant and American Crew.

"We're honored to receive this award because it reflects not only the great work of our Marketing Team, but also the superior products, services and people who make up Des-Case today," said [Jon Haworth, VP of Marketing, Product Innovation & Plant Operations](#). "In a competitive marketplace where a company's website is usually the first thing potential customers turn to when considering new products, we felt it imperative that Des-Case be bold and stand out. We are confident we achieved that goal in our redesign and this award certainly validates that belief."

[Des-Case's new site](#) went live in November, 2015.

The [Academy of Interactive & Visual Arts \(AVIA\)](#) is an association of visual arts professionals who seek to advance both traditional and interactive media in helping businesses grow and achieve. Members include executives from organizations such as Disney, GE, Microsoft and MTV, as well as a number of acclaimed media, advertising and marketing firms.

The "Davey" competition is geared towards smaller creative agencies like Huemor that harness their creative ideas -- instead of large client budgets -- to help companies and organizations communicate better. Participants' websites and other collateral submitted into the competition are judged based on a tight matrix of communications attributes and industry standards of excellence.



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**About Des-Case Corporation**

Headquartered near Nashville, Tennessee, Des-Case Corporation manufactures specialty filtration products for industrial lubricants. Founded in 1983, the company markets a broad array of products designed to help companies make equipment investments last longer. Des-Case has worked with some of the world's largest companies, both directly and through partners. Its trademarked and patented solutions are marketed through an extensive distribution network, private label distributors, and OEM partners. For more information, visit [www.descase.com](http://www.descase.com) or call 615-672-8800.

