



FOR IMMEDIATE RELEASE

**Superior Plus announces a new website for their
Construction Products Distribution (CPD) Business**

CALGARY, AB, November 1, 2012 - Superior Plus announces the launch of the new Superior CPD website at <http://www.superiorcpd.com>.

In 2011, Specialty Products & Insulation Co. (SPI) and The Winroc Corporation (Winroc) – both members of the Superior Plus group of companies – were merged into one legal entity under the name of Superior Plus Construction Products Corp.

The Superior Plus Construction Products distribution business (CPD) is one of North America's leading distributors of commercial and industrial insulation and specialty walls and ceiling products. It is the largest distributor of specialty construction products to the walls and ceilings industry of Canada. The “**history**” section on the new website shows how CPD has roots in communities around North America reaching back as far as the 1970s.

Through Superior CPD’s operating divisions, Winroc and Specialty Products and Insulation (SPI), CPD has 118 distribution centers, including 14 fabrication facilities, across North America with a presence in 31 states and eight provinces. On the “**locations**” page, customers can find the CPD location closest to their home or office.

One of the most helpful places on the new site are the “**product**” tabs, which provide user-friendly access to the broad selection of products that can purchased at SPI or Winroc locations in Canada and the United States.

For additional information on Superior Plus, Winroc or SPI:

<http://www.superiorplus.ca>

<http://winroc.com>

<http://www.spi-co.com>

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