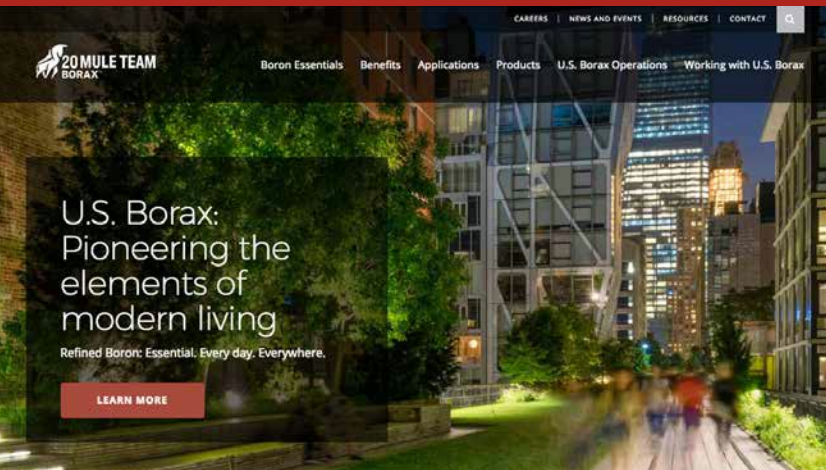


Full Site Redesign Highlights Global Importance of Mineral-Based Products



Project Snapshot: Rio Tinto Energy & Minerals—U.S. Borax Site Redesign

Client

U.S. Borax is a global leader in the supply and science of borates and refined boron—an essential component of modern life.

Challenge

- Educate end consumers about the importance and breadth of use of borates in today's society.
- Create a more engaging style of communicating scientific information.
- Clarify the applications and benefits of 20 Mule Team Borax products.
- Provide resources for U.S. Borax customers, employees, and visitors.

Solution

Redesign the U.S. Borax website to promote the company's core story: a history of excellence and a reputation for pioneering essential elements for modern living.

Benefits

- Make it easier for both manufacturing industry customers and layperson site visitors to find information.
- Provide updated technical content written in approachable language.
- Communicate the importance of borates to modern living.
- Provide access to documentation, product guidelines, and information.

As one of the world's largest suppliers of borates and refined boron, U.S. Borax, a division of Rio Tinto's Energy & Minerals group, contributes resources that provide global communities with food, shelter, and energy. Providing borates for making fiberglass insulation to cell phones, treated wood to fertilizers, and cleaners to batteries, the company's products are fundamental to modern living.

The importance of borates, though, can be difficult to relate to a general commercial and public audience. Most of the products' work occurs "behind the scenes," as borates are critical to the creation and performance of other products or production processes.

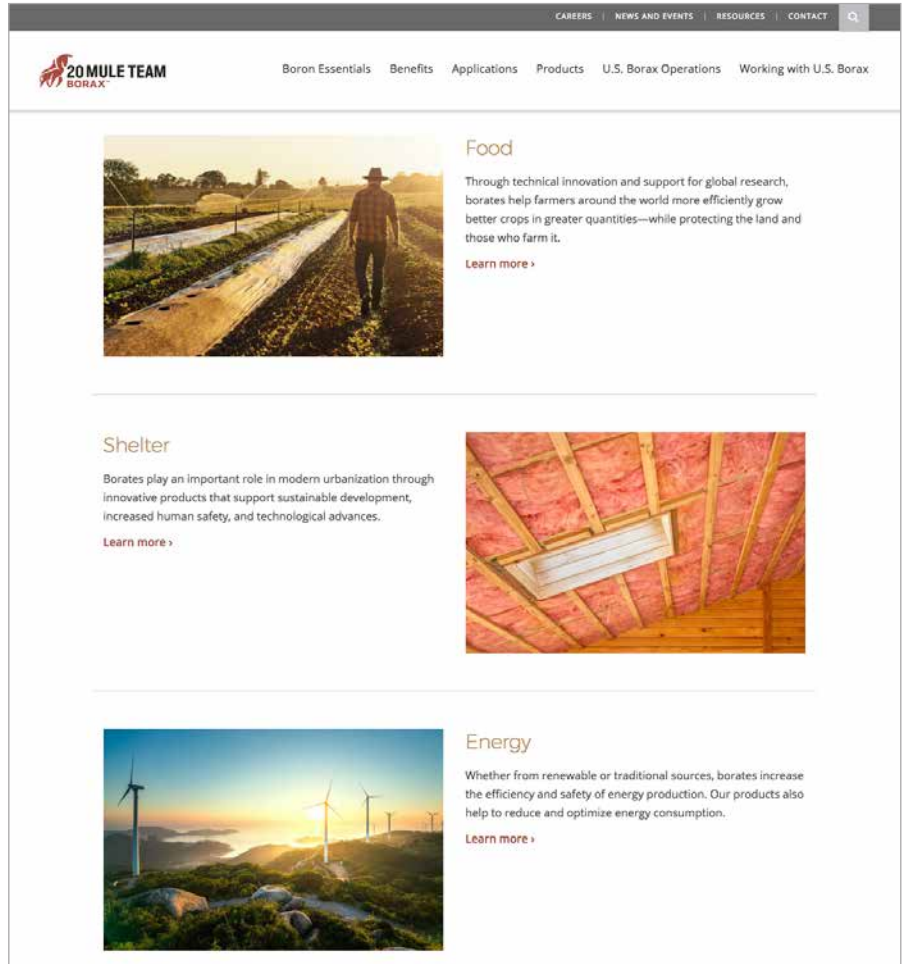
The U.S. Borax website contained a great deal of highly scientific and technical content—important but dense information. Plus, the site focused on the company's historic significance rather than its modern vitality. The company needed a way to clarify the significance of its products, support distributors and customers, and bring the U.S. Borax story to life.

Needed: A Modern Approach for a Historic Brand

With a history stretching back to 1872, U.S. Borax is understandably proud of its long-standing reputation serving customers and managing the largest open-pit mine in California. Today, the company is a leader in research, technology, and the innovative use of borates and refined boron.

The U.S. Borax website presented both faces of the company. Yet the breadth of borates' use—in the manufacture of virtually hundreds of products that are necessary to modern living—took a back seat. Important information about products and applications was hidden behind layers of subpages or in static PDFs, some of which had not been reviewed or updated in several years.

U.S. Borax employees also spent a great deal of time responding to general scientific questions or queries about products that were no longer under its umbrella, such as 20 Mule Team Borax Laundry Detergent Booster. The company needed a way to surface the material that customers and other visitors need in a way that would answer questions, not create confusion. It also needed a more engaging visual and textual style to immerse visitors in the U.S. Borax story.



“We want our customers and end users to understand the vital role U.S. Borax plays in the manufacturing of products we all use every day.”

Nicol Gagstetter, Manager Market Development and Digital Marketing, Rio Tinto

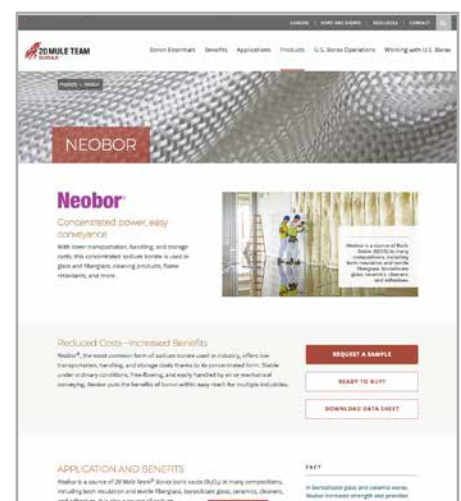
Delivered: The Benefits of Borates

U.S. Borax had already worked with the Refactored team to create a **microsite showcasing the company's agriculture division**. The microsite was successful at driving traffic increases and providing important tools to customers and consumers. Now, the company wanted to convey benefits for customers of other applications of 20 Mule Team Borax products.

To better communicate the brand value of U.S. Borax, we worked with the company's internal marketing team to develop revised brand messaging describing borates' modern usage in supporting the needs of global communities for food, shelter, and energy. The site illustrates and highlights borates' use in each segment, as part of the development and manufacture of products ranging from wood treatment and housing insulation, to cell phones and automobiles, to nuclear power plants and oil wells.

Next, we reviewed the existing U.S. Borax site to determine whether it surfaced the most relevant information for the company's customers. We discovered that the bulk of information about borates' benefits for a variety of applications was hidden in PDF downloads or across multiple pages. To help visitors find all the information they needed and grasp the full story of borates' use in multiple industries, we revamped the site's top-layer navigation. Now, visitors can find the info they need, regardless of whether they begin by looking for a particular benefit, application, or product.

Industrial manufacturing customers who are looking for a specific functionality—say, absorption of infrared light—can easily see how borates meet that need and which applications take advantage of the benefit. A link to relevant applications takes the reader to information about how borates are used in those applications—for example, in manufacturing insulation and polymers—and which 20 Mule Team Borax products are suited for those uses.



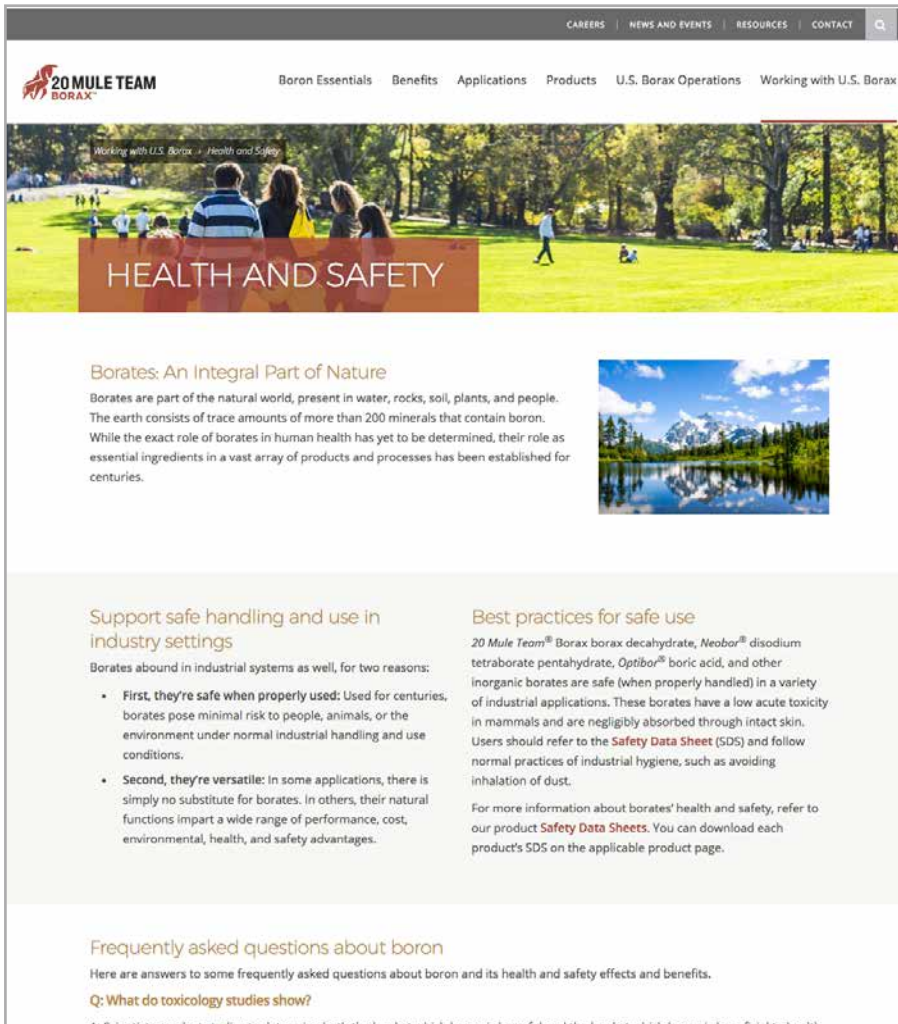
U.S. Borax also places a high priority on research, safe mining practices, and customer and community support. The redesigned site emphasizes the company's dedication to safety and its positive company culture.

For customers, the site now clearly points to data sheets, usage and storage guides, health and safety data, and other useful resources. For consumers, the site offers an expanded FAQ, information about operations, and even invites visitors to the popular U.S. Borax Visitor Center in Boron, California. Job seekers can learn about the company as well as view and apply for available jobs.



“As a leader in the production of refined borates, we make modern life possible. Our web site needed modernization to drive the possibility of our products.”

Lizzie Kostielney, Principal Advisor,
Digital Marketing, Rio Tinto



Results: A Clear Story



“The site makes it faster for prospects to find product information and evaluate the best 20 Mule Team Borax product for their application. And, existing customers can more easily find direct contacts when questions arise.”

Lizzie Kostielney, Principal Advisor,
Digital Marketing, Rio Tinto

With new visuals, updated and optimized materials, and downloadable data sheets, the redesigned U.S. Borax site prioritizes customer and consumer needs and interests.

- The overall look and feel of the site more closely aligns with the company's successful agriculture microsite, also developed by Refactored.
- Redesigned navigation establishes intuitive links among benefits, applications, and products.
- A resources page provides access to nearly 200 articles, videos, data sheets, and other research and data.
- Shipping, handling, packaging, and storage instructions are easy to locate.
- A wealth of data is now easier to find and search, surfaced on pages instead of hidden in PDFs.
- The entire site has been reviewed for SEO and designed to be quickly and easily accessible on mobile devices.
- To grow engagement, we mined existing collateral to develop a series of blog posts and an editorial calendar for regular posting.

The redesigned site was chosen as a Kentico Top 10 Website for October 2018. U.S. Borax is currently gathering measurements to evaluate the impact of the redesign on site traffic and customer engagement.



Refactored

About Refactored

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from our home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out.

Connect with us at www.refactoredmedia.com

Contact Information

hello@refactoredmedia.com
970.545.4171

©Refactored - All Rights Reserved

For more information, visit
[www.refactoredmedia.com.](http://www.refactoredmedia.com)

