

Isola Group

Global Website Redesign

Challenge:

Create a Web 2.0 look, with a brand new WYSIWYG Content Management System, and bring a global company under a single URL.

Solution:

After 15 months of tracking and reviewing web analytics, it was determined that over 60% of visitors came to Isola's site for information on their prepreg and laminate products. So product information is the primary focus of the new site. Front and center, anything and everything a user could want to know about Isola Group's global product offering is available in a single click off the home page.

All other navigation was moved out of the way, to the bottom, a Flash introduction was removed entirely, and secure login for their valued customers is now featured prominently.

Europe and Asia were brought into the planning process early on, and once they understood the new plan, were very eager to close down their separate sites they'd maintained for years and point their URLs to the new global site.

The screenshot shows the Isola Group website homepage. The top navigation bar includes links for products, tech library, industry links, media center, employment, about us, and contact us. A search bar is prominently displayed. The main content area features a large banner for "State-of-the-Art Manufacturing" and a section titled "Introducing IsoStack™, the first ever web-based stackup design application!". Below this, there are sections for "view products by:" (application, ANSI Grade, region, name), "view industry docs:" (ISO 9000 Docs, REACH, UL Files, UL Certifications, IPC4101-C certifications, RoHS/WEEE), and "view industry events:" (Click here). A "what's new" section lists recent news items, including the launch of the Beta version of the new IsoStack software tool. The footer contains links for terms & conditions, privacy policy, legal disclaimer, site map, and contact us, along with the copyright notice: ©2005 Isola Group, All Rights Reserved.

Website design done in 2006



Worldwide Leader in Laminates and Prepreg

Find Your Product

Search

GO

- ▶ Name
- ▶ Slash Sheet
- ▶ Application
- ▶ Manufactured In
- ▶ Industry
- ▶ Product Selector

- Antenna Applications ▶
- Automotive ▶
- Broadband Telcom ▶
- Buried Capacitance ▶
- Burn in Board ▶
- Controlled Dielectric ▶
- Down-Hole Drilling ▶
- Enhanced CAF ▶
- Halogen Free ▶
- High Tg ▶
- Lead-Free ▶
- Military ▶
- No-Flow ▶
- RF / Microwave ▶
- Signal Integrity ▶
- Thermal Cycling ▶
- Thermal Reliability ▶

- IS415
200 Tg
- FR406HR
190 Tg
- 370HR
180 Tg
- IS420
170 Tg
- IS410
180 Tg
- 370 Turbo
180 Tg

DESIGNERS

PCB Designers, Sign -Up for access to Design Tools, Process Guides and In-Depth Technical Data

Register

Roll over menus direct users through category choices and then reveal product names, plus data highlight, relevant to the category, for better informed navigation.

Product Comparison Chart

SIGN IN

News & Events Isola launches IS007 High Tg No Flow Laminate :: Isola R&D Spotlight Life after Lead

Industry Leading Products

- By Name
- Slash Sheet
- Application
- Manufactured In
- Product Selector
- Product Ladder
- Product Positioning

Designers

- Register
- ISO Stack
- Laminate Thickness Calculator
- Technical Library
- Technical Papers
- Application Notes
- Product Data
- Product Comparison Chart

About Us

- Corporate Overview
- History
- Management Team
- Contact Us

Result:

For the first time in 10 years, this truly global company has a truly global site. Designed to appeal to European, Asian, and American customers all at once, this new site will see Isola through several years to come.

- Analytics/research
- Website graphic design
- Content restructuring
- Custom Content Management System (CMS)
- Team lead
- Melding of all global sites into a single site
- Front-end build (html)
- Back-end database (MySQL)
- Javascript

isola

Products | Product Positioning | Product Ladder
> Home > Isola Product Offering > Product Selector > IS680

IS680
Dk 2.8 to 3.45
Df < 0.0036

IS680 is a thermally and electrically enhanced product for the RF/Microwave and High Speed Digital Designs

- Typical Df numbers are 0.0028 to 0.0036
- Thin core thicknesses from 0.0025" to 0.018"
- Customized Dk values available for 0.020", 0.030" and 0.060" thicknesses
- Standard Dk values are 2.80, 3.00, 3.20, 3.33, 3.38 and 3.45 on 0.020", 0.030" and 0.060"
- Full complement of prepreg glass styles available for flexible, multilayer board

IS680 TCK Dk -40° C to 125° C

IS680 TCK Dk

Total delta on Dk of 0.005" very stable over the temperature range

View Data Diagram

▶ IS680 TCK Dk - 40° C to 125° C
IS680 TCK Df - 40° C to 125° C
IS680 dB/inch data
IS680 vs Competitive Products
IS680 Dk data at 10, 24 and 77 GHz

Visual chart data incorporated into the product page view, minimizing the need to download multiple documents to see data.

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Product Comparison Chart

Environmental
REACH
RoHS
WEEE
Environmental Policy

About Us
Corporate Overview
History
Management Team
Contact Us

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Individual Product Page