



## **Polar Design's Website Development for Union Benefit Funds Garners Another Award**

*The Web Marketing Association announced Tuesday that Polar Design ([www.polar-design.com](http://www.polar-design.com)) won a "Standard of Excellence" Award for a Non-Profit web site in its 2007 competition. The site that earned the award is the Massachusetts Laborers' Secure Benefits Portal ([www.mlbforg.com](http://www.mlbforg.com)). The award recognizes the portal for its unique blend of highly usable, attractive design and robust database providing members with up to date information about their benefits.*

Boston, MA, September 21, 2007 --(PR.com)-- The Web Marketing Association announced Tuesday that Polar Design ([www.polar-design.com](http://www.polar-design.com)) won a "Standard of Excellence" Award for a Non-Profit web site in its 2007 competition. The site that earned the award is the Massachusetts Laborers' Secure Benefits Portal ([www.mlbforg.com](http://www.mlbforg.com)). The award recognizes the portal for its unique blend of highly usable, attractive design and robust database providing members with up to date information about their benefits.

Polar Design teamed up with The Segal Company ([www.segalco.com](http://www.segalco.com)), a leader in HR and benefits consulting for multiemployer benefit funds, public sector entities and corporations. The result of this collaboration is a web site with easy to use and informative user interfaces, built upon a rapid application development framework. Using such a framework allowed Polar to build this complex site in less time and with fewer bugs as compared to custom development, while also ensuring the site is robust enough to serve the Laborers' thousands of members. Unique innovations include a members' benefit dashboard, and Flash interfaces that display contribution and other data to a diverse demographic with easy to understand, animated graphics. The website's ability to address members' questions 24 hours per day, online, has reduced call center traffic and certain support costs.

Segal and Polar Design are continuing in these efforts with four additional multi-employer funds. The projects will improve the quality of information available to members while reducing costs and delivering higher satisfaction to existing members, thus helping the funds' parent organization attract new members.

### **About Polar Design**

Polar Design ([www.polar-design.com](http://www.polar-design.com)) is a mid-sized interactive agency with offices in the United States and Europe, founded in 1999 with the mission of elevating corporations' and non-profits' Internet communications. Our 30 employees serve the web marketing and e-commerce needs of Fortune 1000 and small businesses alike through their diverse specialties, from identity and concept development, to graphic and multimedia flash design, to programming and database development. In addition to custom design and development, Polar Design provides a range of marketing solutions, an affordable "hosted" content management and e-commerce platform, as well as application hosting with twenty-four hour support.

### **About Web Marketing Association**

The Web Marketing Association ([www.webaward.org](http://www.webaward.org)) was founded in 1997. It is staffed by professional volunteers that include Internet marketing, online advertising, PR and web site designers who seek to improve the quality of online advertising, internet marketing, and website promotion. Now in its 11th



year, the WebAwards names the best websites in 96 different categories ranging from advertising to television. WebAwards presents a benchmark recognizing organizations responsible for developing some of the most effective web sites on the Internet.

#### About Massachusetts Laborers

The Massachusetts Laborers' Benefit Funds ([www.mlbf.org](http://www.mlbf.org)) provide their members and dependents with healthcare, pension, and annuity. The website features information on the Funds' offerings as well as tools for members to access and understand their individual benefits. Employers, business representatives, trustees, and fund employees can also securely access information relevant to their needs.

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