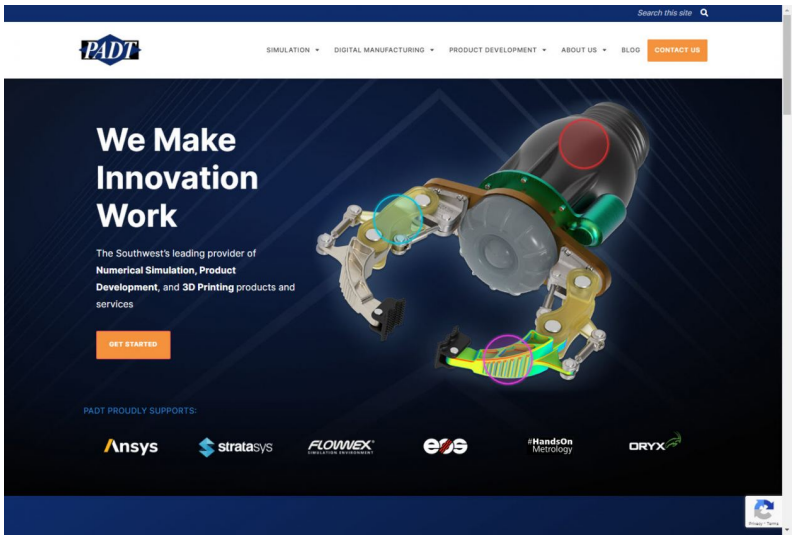
PADT Launches New Website with Improved, Modern Design, Enhanced Navigation Features, and Better Access to Blogs and Technical Resources



First Major Website Update for PADT Since 2012 Keeps Content But Updates Look and Feel

TEMPE, Ariz. - Jan. 4, 2023 - *PRLog* -- PADT, a globally recognized provider of numerical simulation, product development, and 3D printing products and services, announced today it has fully launched its new, modernized website adding enhanced navigation features, easier access to critical information and an expansive library of content and technical resources. The goal of the redesign was to get its valued customers, and new visitors, to the content they are looking for as quickly as possible. The new site, designed and built in collaboration with Founder's Workshop, marks the first major redesign for the 28-year-old company since 2012. PADT's new site can be found at www.padtinc.com.

"PADT's new site is a little over a year in the making, and I am very proud of what Founders Workshop and our team were able to accomplish," said Eric Miller, co-founder and principal, PADT. "Over the years, we have developed a really impressive library of content across additive manufacturing, simulation, and product development, and we have been laser-focused on redesigning the site to get that content in front of our customers and communities faster, while making it stand out better in search."

PADT was present on the world wide web even before the dot-com bubble burst. The company, which started in 1994, launched its first site in 1996. In 2000, they launched the first multipage site, built on an SGI Workstation and hand-coded in HTML. In 2003 they added a site database, which was written in Microsoft ASP. In 2012, PADT engaged its first external partner for a more dynamic and engaging site, this was written in HTML, PHP, and MySQL. There was another slight update in 2016 before the full redesign in 2022.

The new site organizes information into a few main sections based on what visitors are interested in learning. The home and about pages provide key information, including an overview of who PADT is and what the company does, as well as basic information such as contact, locations, press releases, awards,

events, and more. The three main sub-sites include PADT's main verticals for products and services: 3D printing, simulation, and product development. Each sub-site offers a wide range of product information, application examples, explanations of services, and more.

The most popular part of the website, the PADT blog, has been updated and streamlined and continues to receive over 100,000 views per year. PADT also hosts:

- PADT's Ansys Blog (Formerly The Focus) with over 600 posts about Ansys, including copies of the 72 original "The Focus" Newsletters that started in January of 2002 (https://www.padtinc.com/2002/01/13/the-focus-newsletter-archive-issue-1/).
- The world's only Flownex User Forum (https://www.padtinc.com/simulation/flownex-user-forum/) for information sharing amongst PADT experts and Flownex users worldwide.
- The largest glossary for 3D Printing terms (https://www.padtinc.com/3dprinting-glossary) on the internet.

In addition, PADT and Founder's Workshop are continuing to build out additional features to the site. This includes a brand-new online store for Stratasys materials, accessories, and desktop 3D printers to be launched in 2023.

"Working with PADT was a lot of fun but also a challenge," Vincent Serpico, CEO, Founder's Workshop. "Their site was getting great traffic and covered as much material as three or four companies. We worked hand in hand with their stakeholders and used our design skills and project management expertise to keep their content, but bring it up to date and make the whole site more attractive and easier to navigate."

To check out the new website, please visit PADT at www.padtinc.com.

About Phoenix Analysis and Design Technologies

Phoenix Analysis and Design Technologies, Inc. (PADT) is an engineering product and services company that focuses on helping customers who develop physical products by providing Numerical Simulation, Product Development, and 3D Printing solutions. PADT's worldwide reputation for technical excellence and experienced staff is based on its proven record of building long-term win-win partnerships with vendors and customers. Since its establishment in 1994, companies have relied on PADT because "We Make Innovation Work." With over 80 employees, PADT services customers from its headquarters at the Arizona State University Research Park in Tempe, Arizona, and from offices in Torrance, California, Littleton, Colorado, Albuquerque, New Mexico, Austin, Texas, and Murray, Utah, as well as through staff members located around the country. More information on PADT can be found at www.PADTINC.com.

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