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Pennsylvania and Indiana Lumbermens Mutual Insurance Companies Launches New Website

New site seeks to enhance customer experience

Philadelphia, August 4, 2014- Pennsylvania and Indiana Lumbermens Mutual Insurance Companies (PLM/ILM) is pleased to announce the launch of its new website www.plmilm.com. The new site combines the information from the two previous company websites in a new format meant to enhance previous features and improve user experience.

The recent affiliation of PLM and ILM has led to a number of improvements for both companies in the pursuit to prove that together, they are better. According to Steve Firko, PLM/ILM Senior Vice President of Marketing and Field Operations, "PLM and ILM have consistently maintained longstanding relationships with customers, striving to remain ahead of changes in the industries we serve and provide the most up-to-date information needed to protect our customers. The new website reflects this goal and once again proves why 'together, we're better'." When entering the website, visitors are greeted by a scrolling banner that highlights current company initiatives and pertinent customer information. The new layout provides for easier navigation through both old and new information. This combination allows visitors to create an individualized user experience.

According to Firko, the website more closely aligns with the company's mission to be recognized as the premier insurance provider serving the lumber, woodworking, and building material industries. The information previously available to customers has been combined and enhanced to create a more interactive and resourceful place for current and prospective customers, along with their insurance agents and brokers. "The new website focuses on providing customer service the way our customers want it," says Firko. The new format allows customers to view information when they want it, where they want it, and on any device— all without losing any functionality.

The website offers mobile device compatibility, easier navigation, updated information, and improved resources all meant to improve the user experience. PLM and ILM have long been dedicated to providing superior, direct service to its customers and realize that a new website will in no way act as a replacement. Instead, www.plmilm.com is meant to provide another way for customers to access the company directly and at all times.

About the Company

Pennsylvania and Indiana Lumbermens Mutual Insurance Companies is a recently affiliated, premier property and casualty insurance provider serving the lumber, woodworking, and building material industries. Both companies have deep roots in the industries they serve, with more than 200 years of combined experience. The affiliation of these two companies in the fall of 2013 has given PLM/ILM the opportunity to expand its reach geographically and to increase its expertise to better serve its customers.

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