

RedBuilt Launches Redesigned Website with RedSpec Next™, AI Chatbot, and Faster Path to a Local Rep

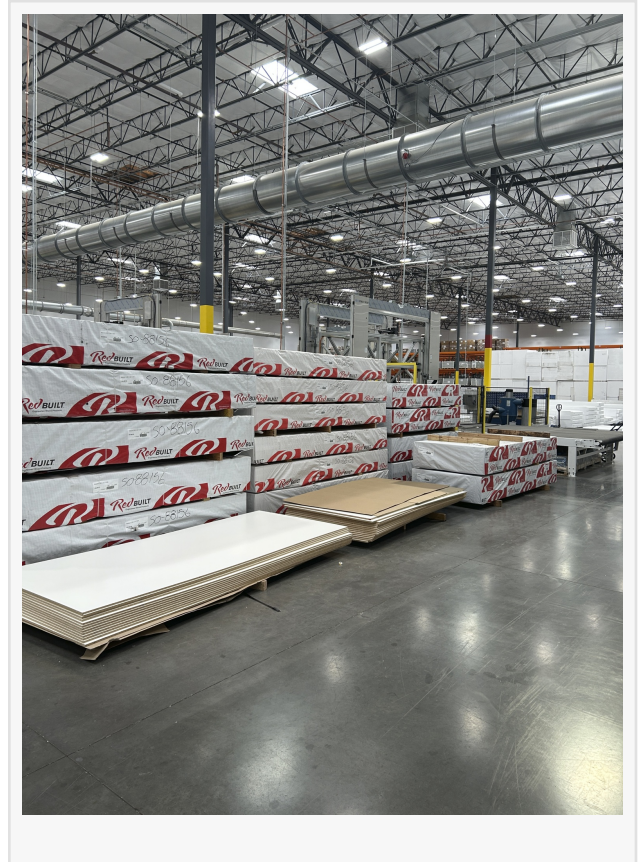
Redbuilt's new digital experience gives architects, engineers, and contractors faster answers on engineered wood products and a project-based specification tool

BOISE, ID, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- [RedBuilt, LLC](#), a leading manufacturer of Hybrid Mass Timber and custom engineered wood products for commercial and industrial construction, today announced the launch of its redesigned website at [redbuilt.com](#). The new site rebuilds how design and construction professionals find product information, size and specify engineered wood framing, and connect with the RedBuilt representative covering their region.

The redesign responds to an industry pattern the company has heard from customers for years: the technical information needed to move a project forward exists, but finding it takes too many clicks and too many phone calls. The new site reorganizes RedBuilt's full product line around how professionals actually search for it, covering hybrid mass timber, open-web trusses, Red-I™ joists, laminated veneer lumber, prefabricated wall panels, glulam beams, roof and floor systems for offsite construction, concrete forming and shoring, and it pairs that content with tools that answer questions without waiting on a callback.

"Our customers are working against compressed schedules, and every hour they spend hunting for a span table or waiting on a spec question is an hour they are not designing," said Jason Weber, Chief Marketing Officer of RedBuilt. "We built this site to close that gap. Whether someone needs a quick answer at 11 p.m. or a full best-systems analysis before a design review, the information is there and it is organized around their project, not around our org chart."

The centerpiece of the launch is [RedSpec Next™](#), the next generation of RedBuilt's product sizing



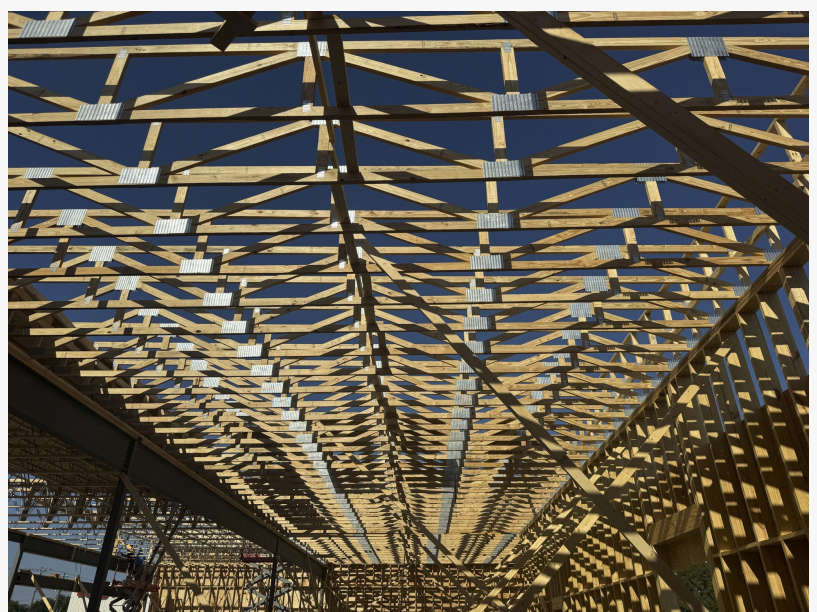
software. RedSpec Next™ takes the guesswork out of specifying engineered wood. Users enter their spans and loads, and the software runs a best-systems analysis across the RedBuilt product line to surface the most economical option that meets their needs. Rather than evaluating products one at a time, RedSpec Next™ compares framing approaches against the same set of conditions and returns the solution that satisfies structural requirements at the lowest cost.

Work in RedSpec Next™ is organized by project, so designs stay in one place from concept through construction documents. Specifiers can return to a project as conditions change, revise loads or spans, and carry the same file forward instead of rebuilding the analysis from scratch at each phase.

For quicker questions, the new site adds a chatbot trained on RedBuilt's product and specification content. Users can ask in plain language about depths, spans, allowable loads, fire assemblies, installation details, and available product resources, then receive answers drawn from RedBuilt's published technical documentation, with links to the underlying resources. The tool is designed for the moments when a question is too small to justify a phone call but too important to guess at, and it hands off to the sales team when a question calls for human judgment.

Search across the site has also been rebuilt to return more relevant results across products, technical guides, BIM objects, AutoCAD details, and case studies. Navigation, page structure, and mobile performance were reworked as part of a broader usability effort, shortening the path between a general question and the specific document that answers it. Because much of this work happens in the field or on a jobsite rather than at a desk, the site was tested on phones and tablets alongside desktop browsers.

The redesign also expands the guidance available to contractors on incorporating RedBuilt products into a build, including installation considerations, coordination with other trades, and how engineered wood framing fits into project sequencing and schedule.





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The Build With Us section allows a contractor to locate a RedBuilt representative by region and begin discussions faster. Users provide basic project details and their location, and the site routes the inquiry to the technical sales representative who covers that territory, shortening the back-and-forth that has historically preceded a first conversation. RedBuilt operates design centers in Boise, Idaho; Chino, California; Delaware, Ohio; and Hillsboro, Oregon, with manufacturing plants in Chino, Delaware, Hillsboro, and Stayton, Oregon.

“The Build With Us section exists because a contractor

should not have to figure out our internal territory map to ask a question,” said Mr. Weber. “Tell us where you are and what you are building, and the right person is on the other end of that form. That is a small change with a real effect on how quickly a project gets moving.”

The new site is live now at www.redbuilt.com. RedSpec Next™ is available through the Resources section, and existing customers can continue to access the customer portal from the site header. Additional product content, case studies, and [RedBuilt technical resources](#) will be added to the site throughout the year.

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