

New York Web Design Agency Lounge Lizard Launches Redesigned Website for Atomic13, a Manufacturing Company

NEW YORK, NY, UNITED STATES, October 15, 2026 /EINPresswire.com/ -- [Lounge Lizard Worldwide Inc.](#), a New York-based award-winning digital agency specializing in branding, [web design](#), [website development](#), and digital marketing, has launched a redesigned website for Atomic13, an advanced materials company that transforms post-consumer scrap into high-performance aluminum through shear-based microstructural engineering. The project adds to Lounge Lizard's work in website design for manufacturing and industrial technologies companies.

Lounge Lizard transformed Atomic13's previous single-page website into a modern, comprehensive digital experience that showcases its proprietary shear extrusion technology, manufacturing capabilities, and competitive advantages.

The project included a cohesive brand style guide, a custom WordPress website, and an intuitive user experience. A key focus was converting complex engineering concepts into clear, engaging content that attracts prospective customers, manufacturers, and industry partners.

The redesigned website features streamlined navigation, modern visuals, and dedicated sections highlighting Atomic13's technology, sustainability advantages, and industrial applications. Together, these aspects create a more professional digital presence that communicates the company's value while supporting future business development.



Lounge Lizard Logo



Atomic13 Logo

“Atomic13 is bringing a genuinely fresh approach to an industry that has relied on many of the same manufacturing principles for generations,” said Ken Braun, Co-Founder of Lounge Lizard. “Our challenge was to take something remarkably technical and make it understandable, engaging, and visually impressive. We wanted the website to reflect the magnitude of their vision while helping potential customers recognize the real-world value of their technology.”

Built on WordPress, the new platform also provides Atomic13 with the flexibility to expand its content and capabilities as the business grows.

The result is a stronger digital foundation that combines strategic branding, UX/UI design, and custom web development to make Atomic13’s advanced technology more accessible, reinforce its credibility, and create new engagement opportunities.

Explore the redesigned website at www.Atomic13.com.

About Lounge Lizard

Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is an award-winning, family-owned web design and digital marketing agency with over 28 years of experience. Headquartered in Long Island, NY, with offices nationwide, Lounge Lizard combines strategy, creativity, advanced technology, AI, and analytics-based marketing to help brands grow. Led by the creative vision of a Webby Awards judge, the agency specializes in branding, website design and development, e-commerce, SEO, AI Search optimization (AEO), and digital marketing. Through innovative digital experiences and results-driven campaigns, Lounge Lizard helps businesses increase visibility, engage audiences, generate leads, and generate measurable growth.

About Atomic13

Atomic13 is an advanced materials company that transforms 100% post-consumer aluminum scrap into high-performance, application-specific materials through proprietary shear-based



Lounge Lizard’s redesigned Atomic13 website showcases the company’s innovative aluminum technology through modern design, intuitive navigation, and an engaging digital experience.

microstructural engineering. Its innovative approach aims to improve material performance, reduce environmental impact, and advance sustainable aluminum manufacturing. Learn more at Atomic13.com.

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