

**Monday, July 6th, 2015**

## **Upgraded Borden Archives Web Site Unveiled**

PHOENIX - The Porticus Centre (BTITPC), the archives and research business unit of parent Beatrice Technologies, Inc. announced that the Borden Archives web site (formerly Borden Company Memorial) has been completely upgraded, with more accurate information, links, and documentation that will help convey the history of legacy Borden in a more concise manner.

Since its original launch in 2003, BTITPC has concentrated primarily on The Bell System Memorial and The Beatrice Archives (formerly Beatrice Foods Company Memorial) web sites. When BTITPC became part of "The New Beatrice" in 2006, more emphasis was put into legacy Beatrice archive material, and nothing was done with the Borden section, until July of 2015. Go to [www.bordencompanymemorial.org](http://www.bordencompanymemorial.org) to visit the new site.

With a clean and refreshed look, the Borden Archives will now have a similar look and feel as the Beatrice Archives, and The Bell System Memorial.

What to experience on the Borden Archives site?

- Historical television commercials
- Annual Reports
- Recipes
- Printed Advertisements

### **About The Porticus Centre**

The Porticus Centre, a business unit of Beatrice Technologies, Inc. ([www.porticus.org](http://www.porticus.org)) is an on-line historical business archival system that enables businesses, universities, libraries, and museums, to store, retrieve, and feature, through secure or open network connections, their historical documentation.