TIMBER GIANT MEYER'S NEW WEBSITE IS NOW LIVE

Wednesday 5 March, 2014

4rd of March 2014 - Plymouth, UK.

Tellonline are pleased to announce the new Meyer and Panelco sites have now launched! Over the last few months, the two companies have forged a strong working relationship that has enabled Tellonline to deliver on every goal set.

Timber giants Meyer enlisted the services of Tellonline to provide both Meyer and Panelco with new visually stunning and more intuitive web pages. Displaying their wide range of products in a comprehensively organized and intuitive way posed the greatest challenge that Tellonline developers faced. Meyer and Panelco wanted customers to be able to see the wide variety of products they can offer, in a more engaging and visually attractive way – which was possible to achieve using the Our sites have been improved tremendously as a development platform.

Meyer wanted to build upon their existing website which already offered company information and their brochure so that it now includes the full range of products – which is no small feat as they have over 3000! Not only have their products been added, but the site has been designed to be highly organised and intuitive to ensure efficiency and excellent customer experiences. This was accomplished using an intelligent product search and ensuring that the site is suitably responsive – so the benefits of the new design will translate effectively regardless of the device being used. This means that the customer will easily be able to find the product they are looking for, as well as providing a product guide that guides the visitor through the range as well as their characteristics – whether they are using a desktop, tablet, or mobile device. In addition to improvements in regards to how the customer uses the site, they aspired to have a visually stunning interface which was more engaging than before, which should be evident if you take the time to visit their new site. Lastly, Meyer wanted themselves and Panelco to be presented as sister companies which has been achieved by using identical visual graphics and web design to highlight their partnership.

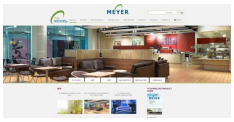
Chris Rudd, Group Managing Director for the Meyer Timber Group said, "We are very pleased with Tellonline and the new websites. Our sites have been improved tremendously both in terms of how they look and how they function and the new sites display our products in a really simple and attractive way. We look forward to developing the site further and moving to the next phase of our web project plan."

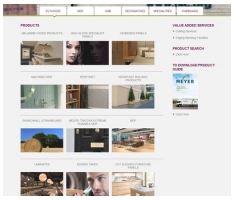
Simon Budd, Managing Director of Tellonline, stated "I am very pleased with the results we have been able to achieve. We have delivered on Meyer's objective to create a new and improved website that not only now has the ability to display their vast array of products, but also provides an improved customer experience."

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Media:









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