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"New Website Improves Firm's Global Marketing Strategy"

LABELS manufacturer Smith and McLaurin has signed a deal with NS Design which will transform its ability to market internationally.

The Kilbarchan company appointed the award-winning designers to re-vamp its website and develop a full Content Management System available in various languages.

NS Design Managing Director, Gary Ennis, said:

“This was a real challenge and a fairly big deal for us in that we had never worked with a large manufacturing company before. They had different requirements from most of our smaller clients - particularly the need to have multi lingual editions of the site available for international clients but managed centrally.

“We produced a fully bespoke designed solution which included a new main site and two micro sites, as well as a bespoke Content Management System. While it won't change the way they operate greatly, it certainly transforms the company's profile and ability to market itself on an international basis.”

Smith & McLaurin manufacture products for use in industrial labeling, price marking, retail tags and labels. It also manufactures products for many specialty applications and for customer specific requirements.

The Renfrewshire firm has been trading for over 150 years and was delighted to find NS Design on its doorstep.

Marketing Manager, Aparna Chopde, said:

“We received a flyer on website training from Scottish Enterprise and decided to email NS Design with our website brief when I saw that it was a local company.

“We hired NS Design because it offered a bespoke service for us and not a one-size-fits-all approach. The team really knew their stuff and presented us with a very professional proposal.

“Having a user-friendly website has offered the company an additional cost-effective communication platform that our previous website did not have. It also gives the company added control of content, which is vital in our industry.

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“The quality of the CMS package really speaks for itself and our new site looks fresh all the time. The partnership with NS Design has been extremely important for us and we fully intend to maintain this working relationship.”

For further information on NSDesign visit the website www.nsdesign.co.uk and for Smith McLaurin visit the website www.smcl.co.uk

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Issued by the BIG Partnership on behalf of NSDesign.

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Notes to editors

About NSDesign

NSDesign, which is based at the Hillington Innovation Centre, provides internet solutions with a wide range of web design, domain registration and hosting products for its customers who include Greenock Morton FC, The Lighthouse (Scotland's Centre for Architecture and Design) and Highland Spring.

The company was recently named the Outstanding Performing Company (under 25 employees) in Renfrewshire at the annual Renfrewshire Chamber of Commerce (ROCCO) Awards.

NSDesign has been helping businesses and organisations maximise their success online since 1999.

The focus is strongly on accessibility and usability, providing the tools to empower users with full control over their account, backed by in-house expertise to rely upon when required.