



## **Spidatrap Spins Global Web of Online Customers with NSDesign**

ARACHNAPHOBICS around the world are facing their fears thanks to two small Scottish companies.

Award-winning NSDesign joined forces with Spidatrap – a company which produces spider catchers – creating a website to sell the product globally.

When the site was launched last year Spidatrap creator Robin Watson received 150,000 hits in just one week and has since recorded an average of 35,000 hits per month.

He now boasts customers from as far a field as the States, Australia and Hong Kong and has been inundated with orders.

Robin, from Dunlop invented the unique creepy crawly trap as a response to his own fear of spiders.

He said:

“Like all arachnophobes I tried every anti spider device on the market with zero success including other catching systems. They all had big drawbacks for me particularly that you had to spot the offensive spider first, rush back and get your device and hope the spider stayed put – not very likely given the speed at which house spiders can move!

“The Spidatrap is a simple piece of card with a strip of glue which lies across the doorways in the home. As spiders are nocturnal it is best to lay the traps at night and then fold them over and dispose of them the following morning. People have been amazed at just how many spiders they are able to catch over just one night.”

Robin began developing his idea for the product nearly ten years ago and was finally ready to launch the business last year.

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He said:

“There are around 17 million people in Britain who suffer from arachnophobia and millions more around the world so I think I have a really good market. Setting up the website online has just opened up that international customer base to me.

“The product has also benefited soldiers serving in Iraq and Afghanistan. Robin sent some free boxes of traps to an organisation called Support Our Soldiers who in turn sent them over to the troops. They were successful in not only stopping and catching the infamous Camel Spider but also caught scorpions. The soldier had used the SpidaTraps to make barriers around their beds.”

The website and all design work for Spidatrap was carried out by Hillington-based NSDesign, which was named Outstanding Business of the Year (under 25 people) in the Renfrewshire Chamber of Commerce Awards.

Managing Director, Gary Ennis, said:

“The website for Spidatrap is the client’s main point of sale so it was crucial to his business and important that we really got it right. We designed and built the website and also the overall logo for the company, packaging and a range of promotional products.

“The big plus for us – apart from loving the innovation of the idea – was that we really got to showcase our talents with the one-stop-shop approach that we were allowed to take from the website and online shopping to the design. We really got to flex our design abilities on a range of ideas and services.”

Robin added:

“We were looking for a local web designer and NSDesign really fitted the bill. The company maintains the website for us which allows me to concentrate solely on sales. It has been an extremely important partnership for Spidatrap as 90% of the company sales are online and we need an efficient engine as well as fast problem solving responses. “

For further information on NSDesign visit the website: [www.nsdesign.co.uk](http://www.nsdesign.co.uk)

For further information on Spidatrap visit the website [www.spidatrap.com](http://www.spidatrap.com)

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Notes to editors

### **About NSDesign**

NSDesign has been helping businesses and organisations maximise their success online since 1999, and is now based at the award winning Hillington Park Innovation Centre.

The company designs innovative products and services that allow their clients to do things better on the web, ranging from initial domain name registration and web hosting, to custom web development, ecommerce systems, internet marketing and training, and deliver these solutions to a range of clients from start-up companies to government bodies and universities.

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.