



## **NSDesign partners with SafeBuy to offer clients free web retailer accreditation**

**Glasgow, 13th August 2008** - Glasgow-based Business Internet Solutions company - NSDesign Ltd, today confirmed it's partnership with SafeBuy - the UK's leading accreditation body for web retailers with exclusive OFT Stage One approval.

Under the new partnership, NSDesign will offer their customers free membership to the SafeBuy range of services, including official web retailer accreditation and access to OFT-vetted terms and conditions.

Commenting on the benefit to their customers, Gary Ennis (Director of NSDesign) said: "Gaining the shopper's trust is often the hardest part of selling online, especially if you're a small web retailer without a well known brand. Adding the SafeBuy seal of approval to your site helps build shopper confidence, and provides you with an official accreditation for your web site, which is backed by a Code of Practice approved by the Office of Fair Trading."

Richard Jones, Managing Director of SafeBuy added: 'We are really pleased to be partnering with NSDesign. The more consumers and online retailers are aware of standards in the industry, the happier everyone will be. We know that NSDesign will always promote those standards.'

All enquires should be directed to:

[www.nsdesign.co.uk](http://www.nsdesign.co.uk)

Gary Ennis, Director

tel: 0141 585 6390

email: [info@nsdesign.net](mailto:info@nsdesign.net)

## **Note 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.

They design 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.

They focus strongly on accessibility and usability, providing the tools to empower their users with full control over their account, backed by in-house expertise to rely upon when required. Their innovative NSBuilder System (an online website builder and content management system) [www.nsbuilder.co.uk](http://www.nsbuilder.co.uk) was twice shortlisted for “best product” in the Scottish Software Awards, and is now being used as part of a training course aimed at SMEs and funded by Glasgow City Council.

Indeed, while their technology is first class, it's the people behind that technology that make NSDesign different. They invest heavily in every single client relationship, and it's this personal level of service and support that makes them stand out from their competitors.

For more information, contact Gary Ennis on [gary@nsdesign.net](mailto:gary@nsdesign.net) or visit the website at <http://www.nsdesign.co.uk>

### **About SafeBuy**

The SafeBuy Assurance Scheme assures online consumers that e-commerce sites are safe and trustworthy. In the event of any unresolved dispute between a retailer and a consumer SafeBuy will act as mediators at no charge to either party. Supporters include the Institute of Directors and the Institute of Direct Marketing.

For more information on SafeBuy or it's services, please email [info@safebuy.org.uk](mailto:info@safebuy.org.uk) or visit the website at <http://www.safebuy.org.uk>