

Minuteman Press unveil new website

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For immediate release

Bristol Design and Print Company Minuteman Press have launched their new website.

The Minuteman Press website is located at MinutemanBristol.com and is already receiving significant numbers of hits.

“This is the second generation website for Minuteman Press. We introduced our first 14 months ago and the volume of visits we have received has continued to grow month on month. Indeed, the growth curve has steepened sharply and this combined with sales originating from the Internet has proven beyond dispute the commercial value of the net.”

Peter Wise is well qualified in Internet marketing. In 2000 he authored a pioneering study on the influence of the web on the UK motor industry, for which he was awarded an MA.

“The website is cutting edge and is reckoned to be one of the best in the printing industry” claims managing director Peter Wise.

The website was designed by Minuteman Press and programmed by Bath based RealityHouse Ltd – realityhouse.co.uk.

“RealityHouse have worked wonders for us. We have teamed-up on several projects and this is yet another that has exceeded all expectations and been delivered on budget. A great example of how business can work together” said Peter Wise.

The Minuteman Press website is comprehensive detailing products, services, clients, location, case studies and importantly environmental protocol. Interestingly, unlike the majority of commercial websites this one is not all about business.

“We wanted to create a community, in this way we have included Bristol and West events section and regular product reviews.” added Ryan Smith, Minuteman’s graphic designer.

“What makes Minuteman Press successful is that we operate in a friendly and open way. Prices are provided up front, there are no nasty hidden design charges, we offer free delivery, we’re easy to talk to and all our customers receive the result that they had envisaged; which is not always the case with the online market!” commented Peter Wise.

“The process from initial crude concept, to development of corporate style and logo, to creation of letterheads, business cards, forms, leaflets, websites, etc is very rewarding. Especially for our clients who see their visions brought to life!” concluded Ryan Smith.

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