



Software Logistics announces the launch of a new website and corporate identity

Software Logistics has launched a new look website and visual identity to support its evolution from a digital media and print company to a full service provider of end-to-end solutions. The new corporate identity reflects the Company's commitment to provide integrated services that encompass creative, design and print, digital media replication, inventory management, distribution and fulfilment solutions.

The by-line "One partner, Multiple Solutions" in addition to a new logo illustrates the idea of an end-to-end cycle that works in perfect harmony. These are supported by images that communicate an intrinsic process – nature and the changing seasons.

"After more than 10 years the market has changed and companies now want a single source supplier to deal with all their production, distribution and fulfilment requirements quickly and often on a vast scale," said Barry Hurley, Managing Director of Software Logistics. "The new website and visual identity aims to engage individuals in a manner that communicates the idea of managing several business functions through one partner that has a proven track record, is reliable and invests in the right infrastructure to meet the challenges of managing multiple operations simultaneously."

The new website will enable companies outsourcing production and related services to quickly understand Software Logistics' capabilities and philosophy of understanding, from a customer's perspective, what is required of a single source supplier.

Barry Hurley concluded, "We are still the same company but with a new visual identity. We simply wanted to let more people know that Software Logistics understands changes in the marketplace and is well positioned to provide a full integrated service that so many companies and government departments are now looking for."

About Software Logistics

Founded in 1993 Software Logistics provides single source design, print and distribution services to clients with a requirement to package and distribute digital and printed material to a wide audience. Projects range from simple print and media production to complex multi-part packages across clients that include multi-national companies, publishers and Central Government departments.

For more information visit www.softwarelogistics.com

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