

## The J Brand Monthly Technology Update

### J Brand Revamp Web Site

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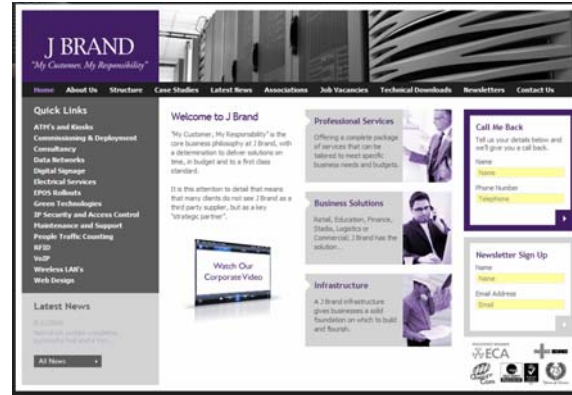
On the 1st July the refresh of the J Brand web site went live and the new look was revealed to cyberspace.

The revamp is designed to make navigation around the site far easier, with the required information never more than two clicks away.

The “Quick Links” section on the home page enables clients to see J Brand’s core competencies and then find out more about these particular skill sets.

Another useful addition is the quick and easy link to the “J Brand Corporate Video”, which is a combination of customer testimonials and useful information about the structure and values of the business.

For the visitors to the web site who are interested in a particular vertical market, the “Business Solutions” section details J Brand’s experience in the retail, stadia,



education, logistics, finance and commercial sectors.

Being able to manage the site internally will enable us to continually update the site, so keep an eye out for additions to the latest news section.

We welcome your feedback and comments and encourage you to click on the link below to visit the revamped site.

[Click here to visit the NEW J Brand web site](#)

## “My Customer, My Responsibility”

To coincide with the re-launch of the J Brand website, we have also added the **“My Customer, My Responsibility”** strap-line to the logo.

With J Brand now offering clients such a broad range of services across multiple vertical markets, it is impossible to define the business in just a few words. **“My Customer, My Responsibility”** has been at the core of J Brand’s principals and beliefs for many years and defines the ethos of the business.

*“Everyone who works for J Brand puts the customer first” says Guy Jones, J Brand Operations Director “and with almost everyone in the business being customer facing this “can do” attitude of all the staff is what really differentiates us from the competition and means that our clients see us as a strategic partner rather than just a third party supplier.”*

To find out what **“My Customer, My Responsibility”** means to the J Brand project team, why not view the [J Brand Customer Testimonial Video](#) which has comments from both J Brand employees and customers?



*“My Customer, My Responsibility”*

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 Questions or comments? E-mail us at [pjordan@jbrand.co.uk](mailto:pjordan@jbrand.co.uk) or call 020 7636 8214