

# Newly launched website really takes off

Technical innovation, responsiveness to customer requirements and quality printing and the attributes which really established the position of Hannanprint NSW in the Australian web-offset market. After deciding that these attributes were not adequately promoted in its website, a redesign of the site was proposed in line with the branding objectives contained in the Hannanprint NSW marketing plan.

Sinnott Bros were commissioned to

design and create the website and Brian Robson, Technical Support Manager of Hannanprint NSW was given the responsibility of co-ordinating the project.

Up to date and practical information in an easily accessible format was the key design brief and we believe that this has been achieved in the resulting website.

Following the launch of the new site [www.hannanprint.com.au](http://www.hannanprint.com.au) in December 2004, the number of on-line quote requests received so far is an early measure of its success.

