



# NEWS RELEASE

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

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## **Applinet plc Launches New Website**

Applinet are delighted to announce the launch of a new company website, offering enhanced functionality for both end users and employees. Development is in two key stages, with further functionality being enabled throughout April.

The site is an integral part of the company's brand and communications strategy which has been developed and implemented over recent months. Becky Garrett, Applinet's Marketing Manager has been the driving force behind the new site and strategy "Applinet's business is one which constantly evolves to offer the best, most relevant solutions to our customers. It is only natural for our website to reflect this and I am very proud to have played such an integral part in its development".

It was vital for Applinet to select a best-of-breed partner who was able to incorporate Applinet's vision for the future into an interactive platform. "We chose Dunwoody Marketing Communications (DMC) for their ability to listen, understand and communicate our business. DMC worked with us throughout every stage of the process and have delivered a fantastic result" says Becky.

Robert Hall, DMC Account Manager for Applinet adds "We are very pleased that Applinet has chosen us to help in their very successful re-branding process, including the conceptual design and delivery of their new website. We have found Applinet's approach extremely professional and refreshing – we have enjoyed working with them immensely".

"The development of the new web site for Applinet has been a great project for Dunwoody to work on. It has been a pleasure to work with a client who knows what they need but who are prepared to take advice so that they have a robust, cost-effective solution for their on-line presence. We look forward to working with them in the future on further developments of their site" concludes Mike Pollard, Operations Manager.

### **About Applinet plc**

Applinet plc is a UK leading systems integrator and professional network solutions provider. We help customers, via our consultancy and support services, overcome their technology challenges by providing end-to-end solutions in Mobility, Security, Convergence, Multimedia and Wireless. For more information, please visit [www.applinet.co.uk](http://www.applinet.co.uk) or call +44 (0)1635 848900.

### **About Dunwoody**

Dunwoody Marketing Communications have specialist expertise in a number of business areas and marketing disciplines, which can be combined in an integrated campaign or separate communication medium. From conceptual design, artwork, photography, copywriting, print production, publishing services, interactive digital media services, conferences, exhibitions and display our internal resources are second to none, and afford us total control of a project from start to finish. Our client base varies enormously in size and market sector. All of them are able to utilise our skills either project-by-project or on a full service basis. For more information, please visit [www.dunwoodygroup.co.uk](http://www.dunwoodygroup.co.uk) or call +44 (0)1635 35546.