



# BluePay Launches New Website as Part of Rebranding Efforts

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NAPERVILLE, IL, USA, August 18, 2015 /EINPresswire.com/ -- BluePay, a national leader of technology-enabled payment processing solutions, is proud to announce the launch of their new modern, user-friendly, and responsive website. Currently serving over 36,000 merchants, BluePay is redirecting their focus to attract more B2B and enterprise-level merchants with an emphasis on integrated payments.

The look and feel of the new website is designed to speak to the advanced technology that BluePay has come to be known for. Offering increased functionality and features, prospective and current clients, partners, and team members can find more detailed information in a faster amount of time. Some of the highlights include a search function, in-depth FAQs, an expanded company page with team bios and job postings, an events schedule, and resource and video libraries.

In addition to the website, BluePay has also unveiled a sophisticated and cutting-edge logo as part of their rebranding and migration to integrate with more enterprise-level clients.

"We're very happy with the design and functionality of the new BluePay website," commented Kristen Gramigna, Chief Marketing Officer at BluePay. "After many, many months of content and design review, the end-result was exactly what we had hoped for – a modern, feature-rich site for new and existing clients and partners."

Gramigna continued, "We are a state-of-the-art payment technology company, and wanted a site that reflected our advanced capabilities. The new design definitely conveys this and puts us in a position to target new verticals, drive more traffic, and generate qualified leads."

BluePay's website was designed by Straight North, a full-service internet marketing company headquartered in Downers Grove, Illinois.

About BluePay: BluePay is a leading provider of technology-enabled payment processing for enterprise, small, and medium-sized businesses in the United States and Canada. Through physical POS, online, mobile interfaces, and software integration, BluePay processes business-to-consumer and business-to-business payments while providing real-time settlement, reporting, and reconciliation, along with robust security features such as tokenization and point-to-point encryption. BluePay is headquartered in Naperville, Illinois, with offices in Chicago, New York and Toronto. For more information, follow BluePay on [Facebook](#), [Google+](#), [Twitter](#), and LinkedIn, or visit [www.bluepay.com](http://www.bluepay.com).

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