

Hudson Integrated Web Agency Takes Home Two 2015 WebAwards

Hudson Wins Awards for Duralee's Website Redesign & Leverage Medical Reps' Site Launch

SADDLE BROOK, NJ, USA, September 10, 2015 /EINPresswire.com/ -- Hudson Integrated [Web Agency](#) is pleased to announce two wins from the Web Marketing Association's WebAwards. The WebAward Program is the longest running annual website award competition, which names the best websites in 96 industries – in addition to setting the industry standard for quality web development. Hudson is pleased to win awards on behalf of clients Duralee and Leverage Medical Reps.

Duralee is one of the largest fabric distributors in the world, with customers in more than 40 countries. Hudson redesigned and developed Duralee's website to not only add an interior design-centered aesthetic, but also to streamline the company's ordering process and backend management of those orders. With a large, consistent order-base, the company needed a digital business solution that could handle large orders while still looking stylish and polished for the interior design industry. For accomplishing this, Hudson took home the award for [Best Catalog Website](#) – a category whose previous winners include L.L. Bean and R C Bigelow Tea.

Hudson was also awarded [Standard of Excellence](#) for the launch of Leverage Medical Reps' website. The site launched in 2015 and is a portal for medical equipment and pharmaceutical salespeople to work independently through the website's network of distributors. The site won in the Other category, because there is no category for independent contractor portals...yet. Again, the Hudson team is happy to receive recognition for its work from such an esteemed competition and hopes to continue producing work that summons such accolades.

The Hudson web design and web development team is thrilled to take home WebAwards for Duralee and Leverage Medical Reps' Websites. The digital agency's president Daryl H. Bryant spoke on the company's approach:

"We take a growth-driven design approach to all the work we do. Our clients are looking for custom digital solutions that integrate web design and consistent branding. Our solutions need to scale as business grows without compromising aesthetics or security. This award is a true testament to Hudson's ability to do exactly that, given Duralee's robust customer-base. Winning awards like this feels great, but it also keeps us on our toes. At the end of the day our clients make everything we do possible."

The boutique agency is known for its work, but also for its team whose members are multidisciplinary and well-versed in an array of industries, including comprehensive web development, market



research, digital branding, web design, and business development. Hudson's founders Daryl Bryant and Matt Mayernik both found passion in creating innovative and profitable work from a young age. It is their passion and dedication to maintaining a strong company culture that keeps the firm consistently ahead in the digital industry.

About Hudson Integrated Web Agency:

Hudson Integrated Web Agency is an award-winning digital agency built on the idea that an integrated approach – combining custom web development, web design, and strategic digital marketing efforts – is necessary for business success in the current Web 3.0 ecosystem. The agency delivers comprehensive web development, web design, and digital marketing solutions to startups and Fortune 500 companies alike. Hudson has offices in Saddle Brook, New Jersey and New York City, but regularly works with companies across the nation to implement growth-driven design strategies and streamline brand exposure.

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