

Website Relaunch Puts Personal Service for Promotional Products in Easy Reach

Redesigned website highlights personal attention and convenience in venerable advertising specialties business; new technology adds mobile usability

NILES, MICHIGAN, USA, June 27, 2016 /EINPresswire.com/ -- Niles, MI – Specialty Connection has announced the launch of a new company website with improved usability and fully responsive mobile design. Company founder and principal Pam Kole said, “The new website makes it even easier for clients to reach me. For over twenty years now Specialty Connection has developed a reputation for personal service and attention to detail. Now we’re using the latest technology to continue that tradition.” The new website can be seen at www.PamKole.com.

Stephen Antisdell of Precept Partners, the website’s developers added, “We paid particular attention to usability in the mobile design of the site. Growth in the use of smartphones and tablets make this critically important. The new website automatically

senses the size the users’ device and adjusts to present a fully optimized layout.”

Ms. Kole added, “My goal has always been to make it easy for my customers to shop for [promotional products](#). They can start at the website browsing thousands of items, then call me to discuss their particular requirements. I can even bring samples and catalogs to my clients’ location, anywhere in Michiana. It’s the ultimate convenience.”

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Pam Kole

About Specialty Connection:

With over 20 years of experience in the promotional [advertising products](#) industry Specialty Connection works with

clients across the greater Michiana region. Today, Specialty Connection is an authorized vendor to the University of Notre Dame for [logo products](#) and promotional merchandise. The company offers a broad selection of products at highly competitive prices, with an unmatched level of personal service.



Visit www.PamKole.com for additional details.

About Precept Partners:

Precept Partners provides award winning website design, development, e-marketing and security services. Launched in 2003, the company serves clients in retail, professional services, e-commerce, manufacturing, healthcare, technology and not-for-profit sectors. Media coverage and recognition for the company and its founders includes in The Wall Street Journal, Investors' Business Daily, and NPR. Company and client awards include the Inc. 500, the Internet Retailer 500, the Hot 100 Best Retail Websites, the Webby Award and many others. More information at www.PreceptPartners.com

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