

# ParCode Launches New Website, Modernized Brand, and New E-Commerce Platform for Custom Asset Tags

*Customers can now design, customize, and order professional asset tags faster than ever, with the personalized service ParCode has provided for over 40 years*

ROSELAND, NJ, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [ParCode](#), a leading provider of barcode labels, asset tags, warehouse labeling solutions, and custom identification products, today announced the launch of its new e-commerce platform, redesigned website, and refreshed brand identity – marking a significant investment in creating a faster, simpler, and more customer-friendly experience.



At the center of the announcement is ParCode's new online [asset tag](#) ordering platform, which allows businesses to design, customize, and order professional-quality asset tags with greater

speed and convenience than ever before. Whether organizations need durable equipment labels, serialized asset tags, barcode labels, or custom identification solutions, customers can now move from concept to order in just minutes.

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*Jason Aranowitz*

The new e-commerce experience enables customers to:

- Design custom asset tags online
- Personalize labels with logos, barcodes, QR codes, sequential numbering, and variable data
- Select from a variety of materials, sizes, colors, and finishes
- Upload artwork and specifications
- Place orders quickly and securely through an intuitive online experience

ParCode's new site is designed for organizations of every size – from schools, municipalities, hospitals, manufacturers, and warehouses to utilities, construction firms, property managers, and enterprise organizations that depend on durable identification and asset tracking solutions.

"Our goal wasn't simply to launch a new website," said Jason Aranowitz, President of ParCode. "We wanted to make ordering custom labels and asset tags as easy as possible. Customers should be able to get exactly what they need quickly, easily, and confidently. That's what this investment is all about."

Supporting the new online ordering experience is a completely redesigned website that makes it easier for visitors to explore ParCode's complete portfolio of products and services, learn labeling best practices, discover industry-specific solutions, and access expert guidance every step of the way. Taking service to the next level, the new site boasts a new one-to-one customer service feature, "Ask Frankie" – a direct connection to ParCode's Head of Operations, where customers can get personalized answers, product recommendations, and real-world advice from one of the industry's most experienced professionals. It's another example of ParCode's commitment to combining modern digital convenience with the responsive, one-on-one service that has set the company apart for more than 40 years.

Unlike many large online suppliers, ParCode combines modern digital convenience with the hands-on service of a seasoned team of industry veterans. Customers can take advantage of the new self-service ordering tools or speak directly with experienced label specialists who help identify the right materials, adhesives, designs, and production methods for each unique application.

"Our technology has evolved, but our philosophy hasn't," Jason added. "Every customer deserves responsive service, honest advice, and solutions that work. We've simply made it even easier to work with us."

The launch also introduces a modernized brand identity that reflects ParCode's continued evolution while staying true to the values that have guided the company for more than four decades: making barcode and identification solutions simple, delivering exceptional customer service, and building long-term relationships with customers rather than simply processing orders.

Since opening its doors in 1982, ParCode has earned a reputation for helping organizations solve complex labeling and identification challenges with practical expertise, fast turnaround times, and dependable quality. Today, the company serves customers across virtually every industry, providing everything from warehouse labeling systems and safety signage to barcode labels, RFID solutions, asset tags, and fully customized identification products.

About ParCode

ParCode is a family-founded barcode labeling and identification solutions company with more than 40 years of industry experience. The company helps warehouses, manufacturers, logistics providers, and regulated industries improve operational accuracy through custom barcode labels, warehouse signage, asset tracking systems, and identification solutions. Known for its personal approach, deep expertise, and commitment to making labeling easy, ParCode combines hands-on service with modern solutions designed for real-world operations. For more information, visit [www.ParCode.com](http://www.ParCode.com) or follow us on LinkedIn.

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