

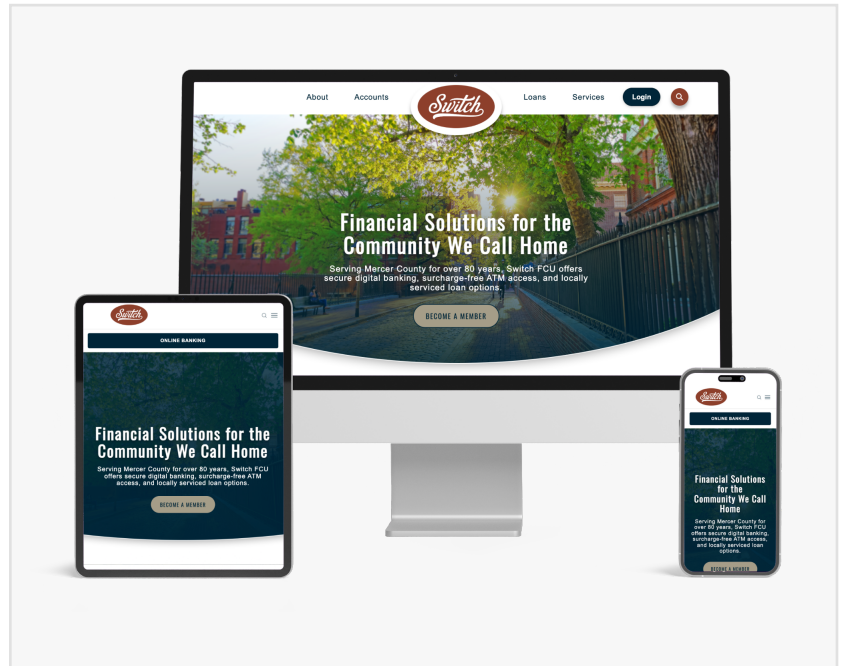
OMNICOMMANDER Launches New Website for Newly Rebranded Switch Federal Credit Union

New website and video bring Switch FCU's railroad heritage and forward-looking brand story to life

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[OMNICOMMANDER](#), the nation's leading digital marketing agency for banks and credit unions, is proud to announce the launch of a new website for [Switch Federal Credit Union](#), formerly Bessemer System Federal Credit Union.



The website launch represents an important milestone in Switch FCU's recent rebrand, introducing a digital presence that brings together more than 80 years of history with a fresh identity designed for the credit union's future.

“

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Joy Peterson, CEO of Switch Federal Credit Union

Founded in 1943 by employees of the Bessemer and Lake Erie Railroad, the credit union's roots have always been connected to the railroad and the hardworking people of its community. As the organization grew beyond its original employee group and expanded to serve the greater Mercer County community, its identity evolved.

The name Switch Federal Credit Union creates a meaningful connection between that history and what the credit union represents today. In railroad terminology, a switch changes the direction of a train. For Switch FCU, that

idea has taken on a new meaning: helping members change the financial track they are on and

move toward a stronger financial future.

OMNICOMMANDER had the opportunity to help bring that story to life through both video and the credit union's new website, creating a cohesive digital experience that introduces the Switch brand while preserving the history and community connection behind it.

"This was one of those projects where the story behind the brand gave us so much to work with," said [Eric Isham](#), Founder and CEO of OMNICOMMANDER. "I've had the chance to work with Joy since 2017, and she's been great from the jump. She cares deeply about her members and her community, and I've always enjoyed working with her. I love what she and her team have done with the Switch brand. It honors where they came from while giving them something fresh to build on for the future. I'm proud our team got to be a part of it."

The newly launched website at SwitchFederal.com introduces the Switch identity through a modern, member-focused design that makes it easier for current and prospective members to find information, access financial tools, and take action.

The site provides streamlined access to online banking, payments, account and loan information, membership resources, financial calculators, forms, fraud prevention resources, and other frequently used services. Its responsive design provides a consistent experience across desktop, tablet, and mobile devices, while accessibility remains an important component of the digital experience, with the site designed to support WCAG 2.2 Level AA accessibility standards.

The new website also gives Switch FCU the opportunity to tell more of its story. From its beginnings serving railroad employees to its evolution into a community credit union, the site connects the institution's history to its commitment to providing affordable products, personal service, and financial opportunities to the people of Mercer County.

"Changing our name was about making sure our identity reflected not only where we came from, but who we serve today and where we are headed," said Joy Peterson, CEO of Switch Federal Credit Union. "Switch gives us a way to honor our railroad heritage while communicating something bigger about what we want for our members. We want to help people make positive changes in their financial lives. The website and video give us a powerful way to share that story with our community."

The project reflects OMNICOMMANDER's approach to financial institution websites as more than digital brochures. By combining strategy, storytelling, design, accessibility, and video, OMNICOMMANDER helps banks and credit unions create digital experiences that communicate who they are while making it easier for consumers to connect with their products and services.

To explore the new Switch Federal Credit Union website, visit www.SwitchFederal.com.

About Switch Federal Credit Union

Switch Federal Credit Union has served its community since 1943, when employees of the Bessemer and Lake Erie Railroad established the credit union as a democratic, not-for-profit alternative to traditional banks. Today, Switch FCU serves individuals who live, work, do business, worship, or attend school in Mercer County, Pennsylvania. As a member-owned financial cooperative, Switch FCU is committed to providing affordable financial services, competitive rates, and personal service while helping its members build brighter financial futures.

About OMNICODEMANDER

OMNICODEMANDER is the #1 digital marketing agency for credit unions and banks, delivering the first fully integrated digital ecosystem built exclusively for financial institutions. As a veteran-owned company, OMNICODEMANDER's mission is to empower financial institutions to have control over their digital presence. Every OMNICODEMANDER solution is powered by a world-class team of financial institution experts. Specializing in fully customized, ADA-accessible websites and end-to-end marketing solutions, OMNICODEMANDER helps financial institutions strengthen their brands, improve digital engagement, and achieve measurable growth. For more information, visit [OMNICODEMANDER.com](https://www.omnicodecommander.com).

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