

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

Pride Family Brands Launches www.PrideFamilyBrands.com Redesign

Hollywood, FL -- To enable a heightened visual and informational experience for customers, representatives and company personnel, Pride Family Brands, headquartered in Ft. Lauderdale, FL, has launched a redesigned of its website, www.pridefamilybrands.com. As the manufacturer of high quality casual furniture, Pride is proud of its newest digital platform that includes updated navigation features for easy access to product collections, accessories, fabric and finish options, care and maintenance, warranty, dealer search options and company information.

"We are confident the redesign will enable easier access to our images and information and be more of an asset to our customers and sales personnel in the marketing of each of our brands," said Rory Rehmert, VP Sales and Marketing for Pride Family Brands. "The ability to offer one location for multiple levels of information and ease of access was a goal in the redesign." Whereoware of Herndon, Va. was tapped for the redesign project.

Under the direction of WhereOWare founder, Eric Dean, the web design firm worked closely with Pride's marketing department.

"The Pride group was able to provide our team with a great deal of informational and creative direction to expedite the process," said Dean. The redesigned site highlights the four brands of Pride Family Brands including Castelle, Prestige, Expressions and SummerWinds. Each brands' pages incorporate individual product information and technical specifications. The fabrics and finishes for each are presented as a part of the individual Brands section. "We feel the redesign is happening at a time in which customers and their consumers are looking for clear information to make informed decisions on purchases of products of our caliber," said Jamie Lowsky, C.E.O., Pride Family Brands. "The more informed the customer has, the more they are able to discern the quality of the products we provide."

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

