

Code18 Interactive Launches New WordPress Site for Bigelow Trading



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New York, NY, August 5, 2015 -- /[EPR NETWORK](#)/ -- Code18 Interactive, a boutique digital agency based in New York City, is please to announce the launch of a new website for Bigelow Trading, <http://www.bigelowtrading.com>. This custom, fully responsive WordPress website provides a detailed online showcase for the various brands and products distributed in the USA by Bigelow Trading. As the import and distribution arm of New York's landmark apothecary C.O. Bigelow, the oldest in America, Bigelow Trading represents the world's finest heritage brands in beauty, grooming and personal care.

"We designed the Bigelow Trading site to make it easy for our client to build and manage multiple individual brand showcases," says Code18 Interactive's Creative Director Steve Pilon. "These showcases are unified by a consistent look and feel anchored in C.O. Bigelow's iconic branding, yet still remain flexible enough to accommodate the unique needs and personality of each distributed brand."

At launch, the site features individual showcases for [Proraso](#) and [Marvis Toothpaste](#), two well known consumer brands from Italy, as well as the original Bloc Hyalin alum stone from France, and Gülsha rosewater from Turkey. “These are all rich, vibrant brands with many decades of history behind them,” says Pilon. “The Bigelow Trading site really brings each brand story to life. We knew we just wouldn’t be doing the brands justice if all we made was a simple product catalog.”

Code18 Interactive is a [New York WordPress development agency](#) that designs and develops custom WordPress websites and digital advertising campaigns for national consumer and media brands. Recent clients include C.O. Bigelow, GoGo squeeZ, Public Radio International, Graywolf Press, Unisom, TKTS, Five Points Journal, Algonquin Books, and many others. The company was originally founded in Atlanta, and relocated to NYC in 2012.

For more information, please visit <http://www.code18.com>

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