

# New Era, New Site Design for Custom Direct



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Industry: [Retail](#)

**Press Release Summary:** Custom Direct has redesigned their corporate website to refresh and modernize the look and enhance the visitor experience.



Press Release Body: In their ongoing efforts to improve consumer and partner relations, **Custom Direct**, the nation's second largest direct-to-consumer check manufacturer, has given its corporate site a facelift.

The newly designed site, which launched March 18, 2008, provides a polished look and easy navigation for its users. New site features

include **Custom Direct's** three major business ventures: **GigglePrint™**, **EZShieldsm** and their 10 check brand sites. **GigglePrint™** is a new on-demand website for custom printed products and **EZShieldsm** is an exclusive check fraud protection product.

Updates to the career section of the **Custom Direct** site highlight open positions and employee benefits. Job seekers also get a glimpse into the company culture through employee testimonials.

Two focal points of the site redesign are **Custom Direct's** LEAN initiative, which addresses efficient business practices, and the Company's Core Values. **Custom Direct** integrates the Core Values, including Respect, Integrity and Teamwork, into each employee's training from day one.

To stay current with **Custom Direct** news, there is now a news section announcing the latest events and information about the Company—from new products and services to innovative production and creative ventures.

*"Our site utilizes cutting-edge technology and allows us to communicate more effectively and efficiently with our associates, community and customers,"* said **John Browning, President of Custom Direct.**

**More About Custom Direct:**  
A thriving direct marketer of custom-printed products and manufacturer of personal and business checks, **Custom Direct** provides quality and convenience to small businesses and consumers throughout the United States.

**Web Site:** <http://www.cdi-us.com>

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