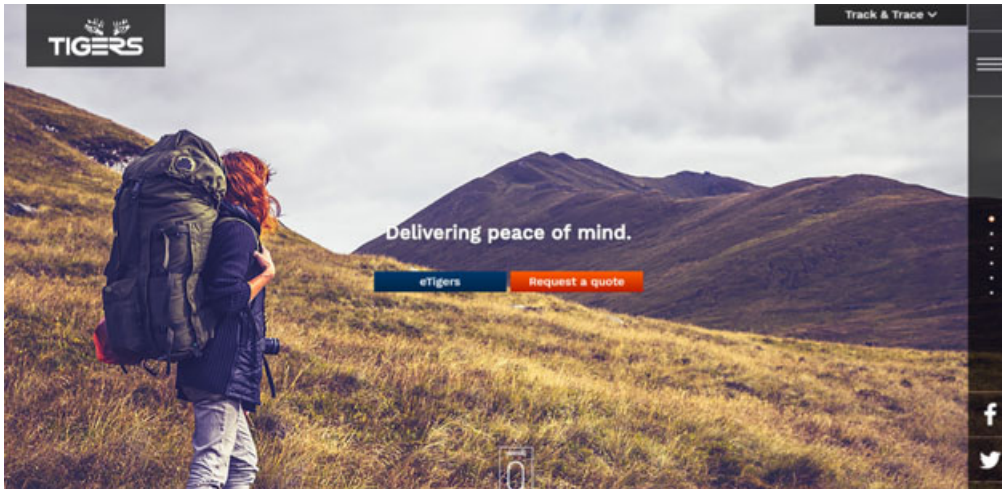


# Boomtown creates and rolls out website for international logistics firm

Issued by [Boomtown](#)

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Global logistics and transportation company [Tigers](#), specialising in supply chain enterprise solutions, approached Boomtown to create a website in line with global standards, and to increase lead generation.

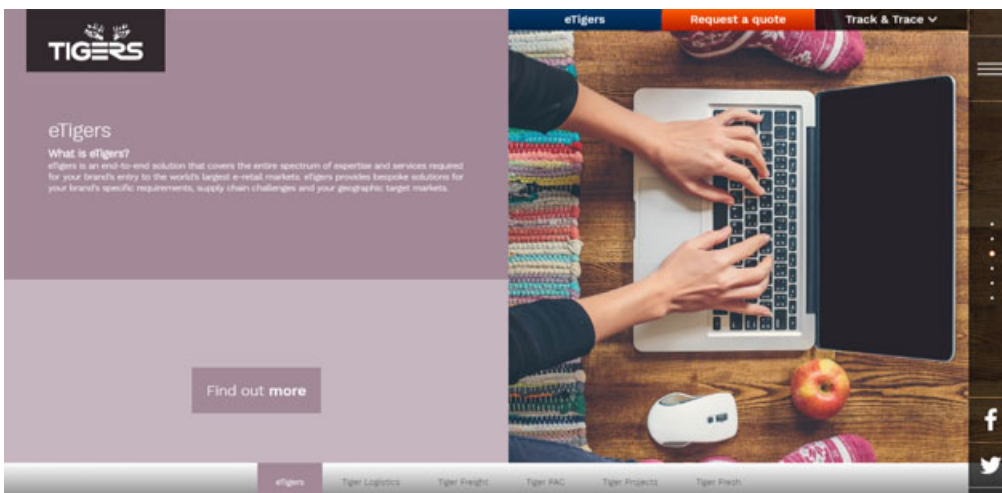


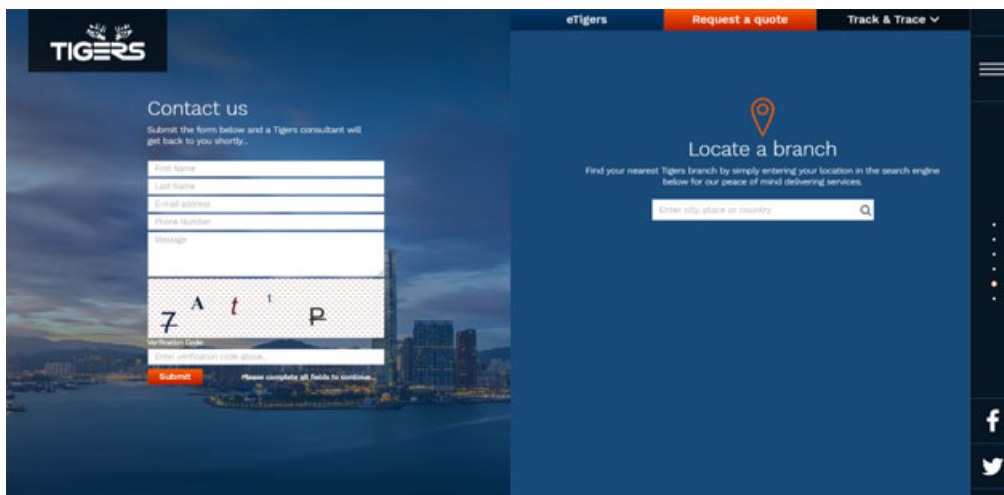
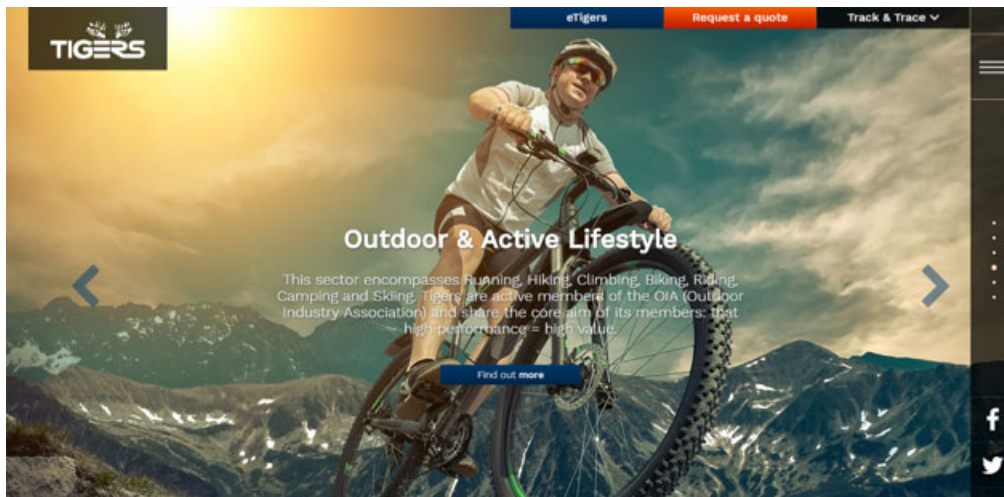
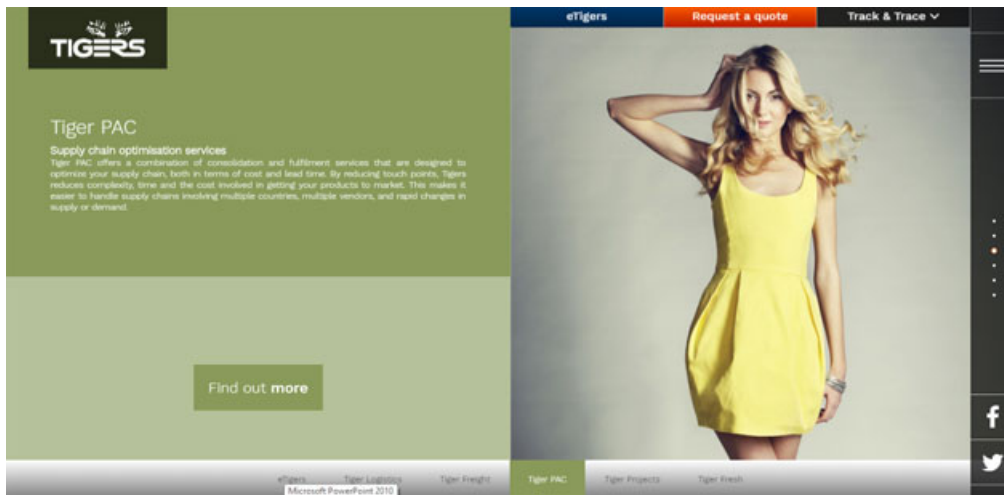
“Tigers focusses on two main assets: technology and its people,” comments Boomtown Business Group Head, Lauren McNish. “With a culture centred on performance and providing a unique customer experience, our solution positions the company online alongside how it operates off-line.”

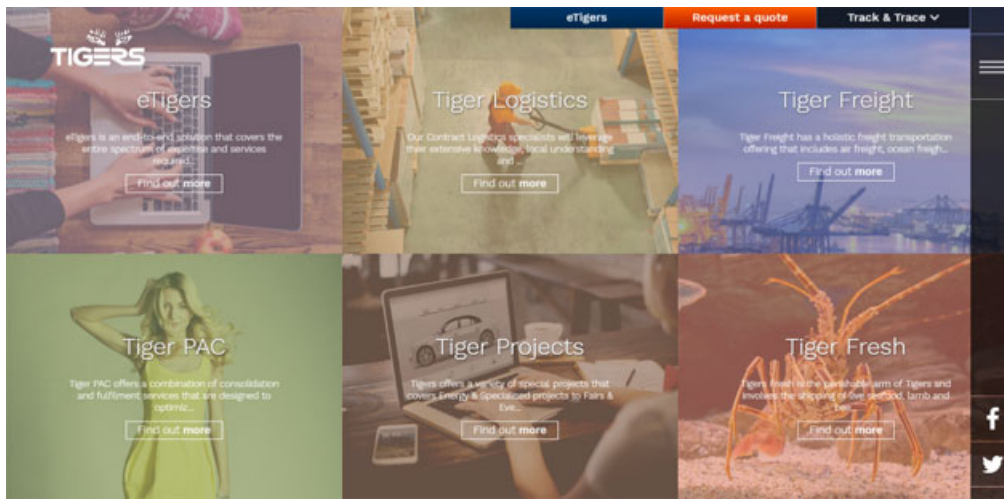
Within the freight industry, websites tend to be information-heavy. Boomtown proposed an industry-leading, custom content-managed website with a modern, clean and picturesque face.

“Our approach means that Tigers stands out from the crowd and its competitors. We have used imagery that speaks to the solutions Tigers offers as well as the industry verticals it services as opposed to the standard freight look and feel,” adds McNish.

The solution is mobile-optimised to ensure that it’s accessible on all devices as there is a global trend for users to search via mobile devices more frequently.







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