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## For Immediate Release

### Printing Firm Invests in Technology as Growth Continues

A digital printers in Cannock has launched a redesigned website, to handle a surge in demand during a highly successful year, with further significant growth predicted for 2012.

Founded in 1988, PRINTmonster specialises in working for lithographic printers, design houses, advertising and marketing agencies.

The firm attributes its rapidly escalated growth to an increase in demand for digital print, which has resulted in a rise in the number of lithographic printers and creative agencies outsourcing digital printing to PRINTmonster.

By investing in its people, new machinery and improved processes, PRINTmonster has been able to capitalise on this demand, creating an additional revenue stream, whilst removing the need for its clients to experience the cost of recruiting and training staff, or investing in new equipment.

The new website, now live at [www.printmonster.co.uk](http://www.printmonster.co.uk), has been redesigned to showcase the full range of services, both old and new, that the firm offers to its clients, through an easy to navigate interface.

Steph Onion, Director of PRINTmonster, commented: "The redesigned website will really help us to engage with our clients. The new interface is incredibly customer-friendly and will enable them to have a great user-experience."

New features include monthly special offers and helpful downloads, such as a user-friendly guide on supplying artwork and paper-size.

With Christmas fast approaching, PRINTmonster is gearing up to handle the high demand from companies that are looking at printing Christmas cards and promotional gifts, to say thank you to their existing clients and maintain relationships with prospects.

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