## **RELYCO Introduces an Upgraded Website Design**

DOVER, N.H. — RELYCO is proud to announce its new website showcasing a range of features designed for an improved user experience. RELYCO customers can discover and purchase commercial specialty print solutions through a redesigned platform, which provides an easily navigable layout and optimized ordering and tracking.



## Introduces an Upgraded Website Design

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RELYCO has introduced intuitive browsing with a simplified navigational structure and userfriendly menus that aim to make finding the right products easier than ever. Individual product pages include comprehensive specifications in a clear format, providing RELYCO customers with all the information they need to make a decision. This information includes:

- Detailed descriptions
- Transparent pricing
- Customer reviews
- New product images and videos
- Examples of product applications
- Printer compatibility for paper types and additional resources

Likewise, category pages now offer more information on each of the RELYCO print collections in the form of quick overviews and deep dives. RELYCO's website offers easy access to expert tips and provides personalized recommendations on the best and most popular products for customers' intended uses.

RELYCO has also upgraded its online checkout experience and order tracking for smoother ordering. A one-page checkout process gives users fewer steps so they can submit their orders faster, and Apple Pay and Shop Pay provide more convenient ways to purchase.

The RELYCO website also presents new features that benefit users who prefer to use credit cards. RELYCO enables customers to save their card information for future orders while entrusting their data to the website, which uses 3D Secure and complies with the Payment Card Industry (PCI) standard and the European Union's Payment Services Directive (PSD2). Once a user submits an order, the updated ordering process allows them to follow its journey with status and tracking updates with or without an account.

RELYCO offers even more rewards when customers sign up for an account. The website provides customers with the option of signing up for an individual account or joining a company account that multiple colleagues can use to view and place orders. RELYCO's new interface also allows customers to merge their order history under one account if they've only checked out as a guest or ordered through a sales representative in the past.

RELYCO's ordering process gives resellers and companies qualifying for tax exemptions built-in, customized pricing options. The modified payment structure lets eligible customers accept payment terms allowing them to pay at a later date for a more budget-friendly way to do business. The website also lets customers who ship orders to multiple locations save all their addresses in their accounts for straightforward access during checkout. Choosing RELYCO will allow companies to benefit from a secure, streamlined ordering process and navigate an updated website that helps them do business more efficiently.

To see the changes covered in this new redesign announcement, take a look at the <u>updated</u> <u>RELYCO website</u>.

**About RELYCO:** *RELYCO is a New Hampshire-based company producing specialized printer paper for a range of uses, including temporary license plates, business checks and signage. Since 1989, RELYCO has worked with 30,000 clients across numerous industries and at various levels of government to create innovative, unique and durable paper solutions for specialty applications.*