

Prolume Launches New Website

September 24, 2018

Today Prolume launched their new website to mark the next phase of the company's growth. "The intent was to create a new user experience where visitors can easily locate information and effortlessly navigate the site" said Daniel Yasi, Jr. Vice President of Sales. "In today's highly competitive and fast paced market, companies are aggressively vying for attention and decisions can be made at the speed of a click. That is why it was vital for the design to cater to delivering information as concise and as quick as possible" he continued.

Visitors will notice a new contemporary design that ensures a friendly user experience. The clean and crisp layout is easy to read and allows visitors to swiftly access desired information with a minimal amount of effort. The site is comprised of multiple sections, utilizes a structured menu tree and offers numerous gallery images so visitors can see the results of Prolume's LED fixtures in real-world applications.

"We are anticipating a significant uptick in web traffic from our agents and existing customers. We will also be commencing several media campaigns to attract new prospects and to further educate the market about our linear LED offerings" Daniel stated in closing.

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Prolume is a division of LEDynamics, Inc. and provides standard and custom linear LED solutions for lighting designers, specifiers and architects. For more information, you can visit their website at www.prolumeled.com or contact them at (203) 268-7778.