

Forbes Packaging Launches Brand New Website To Better Promote Packaging Services Online

Forbes Packaging is one of New Zealand's leading producers of cardboard packaging, and has created a new website to better showcase their products and services.

Auckland, New Zealand -- January 12, 2016 (FPRC) -- Packaging is a massive issue in the modern world, primarily because most of it is plastic, and therefore not recyclable. Cardboard packaging has therefore made a huge return onto the public stage as people become more conscious of choosing products that are responsibly packaged. Forbes Packaging specializes in bespoke cardboard packaging in New Zealand, which promises to maximize brand potential via their packaging solutions. They have recently launched a brand new website to better promote the full spectrum of their services online.

The new website has been launched with a comprehensive overhaul, seeing a responsive theme used to ensure ideal loading on all devices and screen sizes. The theme puts content at the heart of their site, with comprehensive information on their services, easily navigable menus and sub-menus, and high quality imagery. There is a strong brand presence running throughout every page.

The result is a site that will enable the company to promote the full range of their services to everyone who could have a use for them, as well as providing information to existing clients to help them get the best from the services.

A spokesperson for Forbes Packaging explained, "We are thrilled at the launch of our new website and we look forward to attracting new clients by creating new audiences. The website has been fully optimized for our New Zealand base, and will help people looking for these kinds of services to discover them organically online through search engines. What's more, it allows for greater functionality for existing clients, who can communicate and track orders through the site. As a result, we are looking forward to expanding our customer base in 2016, with a great deal of great products on offer for businesses of all kinds."

About Forbes Packaging

Forbes Packaging was established in 1959 by Colin Forbes and was purchased by Martin Farrand, a previous employee, in 1987. From this time to the present, the company has maintained its core business in the area of cardboard packaging, capable of specialising in high quality folding cartons and associated cardboard products. Forbes now employees around 50 staff, supplying packaging throughout New Zealand, and offshore. For more information please visit: <http://forbespackaging.co.nz/>

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