

Drink Out Loud launches redesigned website

DrinkOutloud.com, the popular website offering can huggers to keep your drinks cool in the hot summer, has redesigned their website. “The site was designed from a customer's perspective.” Says Bob Liddle of Drinkoutloud. “Our customers, for the most part, are consumers who are celebrating a wedding, a party, an event or some type of occasion and they would like a great favor to go with it. We redesigned the site to make it easier for these customers to decide on a KOOZIE, pick a design and order.” Drinkoutloud.com was redesigned from a navigational standpoint with emphasis on usability. The search function was implemented, and the Frequently Asked Questions page was beefed up to meet customers needs. The site was overhauled based on years of communications with customers and with an eye for simplicity and form. Interactivity was increased in the site through utilization of a “Live Chat” feature. Customers may click on the “Live Chat” button at any time to “chat” with a site representative. About DrinkOutLoud DrinkOutLoud offers personalized can huggers or koozies for small or large events. Drinkoutloud offers many types of designs/colors and hundreds of graphics to choose from. You can visit at www.drinkoutloud.com or call toll free 1-800-606-9130 www.prsurvival.com

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