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I had committed to producing two fruit bars for the natural food trade. As Edward and I attend the same church it seemed natural to ask ee-web to work on a web site for me. With little skill and little interest in IT I had very limited ideas as to what I wanted. Edward was able to listen to my ideas and hopes for the bars, and then talk me through different options possible.

We started on the basis of a very simple site, though I later realised I needed a bit more than that so Edward was able to adjust accordingly. The designer who'd worked on my packaging sent some good artwork for the site, but didn't fully understand what was needed to get this to work in a variable website that needed to be accessed from laptops, phones etc. Edward was able to include this and we ended up with a site looking a lot better than I'd originally expected, without spending too much. An important part of the site was to offer the opportunity to buy the bars online, to help availability where the retail stockists are limited. This has been set up, and seems to be working well, though there have been very few enquiries up to now. I need to get more London shops stocking the bars first before I contact some consumer magazines and hope for some mentions that might generate some business for the site.

With very limited money available for marketing, it was important for me to have an attractive website which gives clear information on key points about the brand for interested people to refer to. This has been achieved by ee-web, doing a good job, in an efficient manner, and at a reasonable cost. I would certainly recommend them to others looking to develop a website.

Tim Powell