

Be Modern Ltd Launches New Website

Be Modern Ltd have launched a brand-new user-friendly website, as part of the groups brand development and customer experience improvement strategy. The Be Modern Ltd group website and brand websites; Pryzm, Elgin & Hall, Flare and Atlanta Bathrooms, have been brought together and undone an exciting redesign. All brands can be accessed via the group homepage, as well as brand URL's.

The launch comes as part of the group's website development featuring bathroom and heating brands. Aiming to improve the user journey for both customers and consumers by; making product ranges easier to navigate, resources such as specifications and instruction manuals easy to access, as well as an enhanced retailer search function, to create a seamless journey of the consumer.

All products are listed by range and users can search by product type, style, colour and style. Specifications, dimensions, and sizes are listed and easy to access. Insights include news and updates from the brands, as well as design inspiration for consumers. The 'Find a retailer' function is accessible on every page on the site, listing retailers by distance from location, address, contact details and what is on display.

The development also comes as part of our long-term sustainability improvement and carbon reduction program, by ensuring all resources are easily available online for customers and consumers to view digitally.

Be Modern Ltd are proud members of Made in Britain, hold full Forestry Stewardship Council® chain of custody certification, ISO 9001 and ISO 14001 for its quality and environmental management systems.

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