

SLOCUM & SONS POPS THE CORK ON THEIR NEW SITE

(NORTH HAVEN, CT - January 31, 2011) Since 1976, Slocum and Sons has been importing and distributing fine wines and spirits throughout Connecticut. Their success can be attributed to the quality staff that they employ and their dedication to importing the highest quality products available throughout the world. Now that Slocum and Sons has partnered with Palm Tree they have a new superior product to showcase – their website.



Slocum and Sons' new website serves as a resource for employees, suppliers and customers, all of which have their own dedicated password-protected area where they can access important information and printable materials. All of Slocum and Sons' extensive inventory can be easily browsed using one of the multiple product menus, by category or by using the database driven search feature. Website visitors can also conveniently submit their questions via the website's contact page.

Equally as important as having a beautiful and easy to navigate website was a Content Management System (GoSystem) that enabled Slocum and Sons to keep their website and inventory up to date. With Palm Tree's fully customized GoSystem, Slocum and Sons can upload documents to their site, manage their product categories and brand detail pages, add news articles and much more. As their company continues to grow and more brands are added to their inventory, they can easily update the website with no technical knowledge or expensive website editing programs needed.

During the website development process Palm Tree collaborated daily with Slocum and Sons' Sales Information Director, Marcia Passavant. She played a key role in the construction of the new website by providing feedback, suggestions and inserting most of the content using the GoSystem.



Marcia had this to say about working with Palm Tree, "It has been a terrific experience working with Joe and Corey at Palm Tree! They understood our website needs from the very beginning; helped us display our vast portfolio of products in a brilliant way which enables our organization to shine; and gave us the tools to continually update our own site as often as we want! Of all the web designers we contacted, we found Palm Tree to be, by far, the most responsive to our requests and they continued this same work ethic throughout our entire project!"

We look forward to working with Slocum and Sons for many years to come and strongly encourage you to browse their impressive inventory at www.slocumandsons.com.