

PULSAR® Unveils New Customer-focused website and portal

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PULSAR®, a leading manufacturer of technical and protective hi-visibility apparel, has launched its newly designed, user-focused website and customer portal www.pulsaruk.com.

Purpose built to enhance customer experience with improved functionality and resources, the new PULSAR® website will act as a fresh digital support hub, providing detailed product information, certifications, datasheets and high-resolution images for its full range of hi-visibility protective clothing lines.

The new website boasts an improved layout and navigational system and aims to assist customers and distribution partners through product procurement with a host of time-saving features. The PULSAR® webstore has been further developed to streamline the purchasing process, with improved checkout gateways and a newly integrated automated inventory and purchasing system, designed to provide accurate pricing, up-to-the-minute stock data and defined product categories.

Stuart Jukes, Managing Director at PULSAR®, comments: "PULSAR® has a long-standing reputation for providing high quality, performance-driven protective clothing and we felt it was important for our website to reflect the same level of quality and customer-centric features that our products are known for.

"User experience was our core focus throughout development, and we've introduced a number of useful navigational and functionality features to the new website, including a revamped store and customer portal which will support users with detailed information as they search for products across our growing hi-vis collections. Feedback has been brilliant since the launch and we're proud to deliver a visually enhanced, user-friendly PULSAR® website that will support our customers for years to come."



The new website went live in July and offers a modernised user experience across all devices. Following the launch, PULSAR® is encouraging visitors to view the website's new layout and content, which includes detailed product listings and a growing catalogue of educational materials and company news. For more information, visit: www.pulsaruk.com.