



18th March 2014, Casalmaggiore (Cremona), Italy

Pennelli Faro launches its new Website

*A new look for **pennellifaro.com**, the Pennelli Faro website that has been revamped in graphics and content.*

The company, with its strong growth trend in recent years, is going through an important time, consolidating its identity and defining its objectives across its business at the national and international level. This evolution includes a strengthening of the internal marketing team - communication and graphics - in a perspective of direct full service to the customer.

The idea for the redesign of the site comes from the need to update our image on the web and the desire to provide a tool with visual impact that is also clear and functional, to bring in even more clients and offer interesting information regarding our products.

Communication tool of choice for immediacy and ease of reference, accessible from any platform, from PCs to smartphones to tablets, the site is a repository of information not only for professionals in the field, but also for fans of art, makeup, fashion, cake design. With this new site, Pennelli Faro aims to engage and excite anyone browsing it.

The site is divided into five sections, identified as the main business segments: cosmetics, which represents the core business, fine arts, always the soul of Pennelli Faro, brushes for food, for which we are developing ever more interesting projects, fashion accessories in natural and synthetic bristles, expression of creative versatility and high profile of the business, and technical brushes for industry, where our technical knowledge is expanded and refined. Special attention was given to the usability of the site: categories were created by industry, application techniques, end users.

Everything has also been thought out to guide those new to the world of brushes and accessories. Hundreds of articles have been included for illustrative purposes, all accompanied by product data sheets, with specific images and content providing technical information and practical tips. The site is a veritable virtual stage, what you see is not real but it is possible, and has the purpose of imparting technical knowledge and to inspire unique custom brush lines. Over the next few months, video content will be added, together with immediate sharing of information through social networks.

Pennelli Faro believes that enhancing its image on the web and creating an easy to use, content-rich platform can reach more quickly and effectively the goal of providing initial information to those new to the world of brushes. It will also help spread the culture of the accessory as a fundamental means for creating successful makeup, great works of art, fine decorated desserts.

www.pennellifaro.com