

Urban Element provide Global Online Platform for The Recycler

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Urban Element is an Internet technology company that focuses on web design, development and search engine optimization (specialising in the Microsoft .Net programming framework). Urban Element is based in Witney, Oxfordshire. The organisational structure is 3 Directors and 11 Full Time members of staff who all work from our Head Office in Witney. Urban Element do not use sub contractors and all services are provided in-house.

Recycler Publishing and Events Ltd (The Recycler) is a publishing and events company covering all aspects of toner and inkjet cartridge recycling. The Recycler encompasses a number of magazines, websites, Web TV channels, Trade shows and conferences. Now in its 17th year of operation The Recycler have a large subscription base with offices in the UK, China, Australia, India and the United States.

In February 2009 the new Recycler website, developed by Urban Element, was launched. This website was designed and developed to address two key requirements. Firstly, The Recycler wanted to be the first to report on industry news and secondly, the website should be clean and dynamic.

Urban Element fulfilled these requirements by providing a Content Management System to drive the website and applied a fresh layout and design to the site.

The Recycler is a global organisation, therefore all offices have a login to the CMS and can update the website whenever required. Stephanie Unland, General Manager at The Recycler explains "Take for example our U.S. offices. When they want to inform the industry of any latest news, the UK is still asleep. The CMS allows us to be at the forefront of the industry by submitting news when it happens, rather than having to wait for the site to be updated."

Stephanie continues: "Most importantly, the new website allows us to have a global platform. We are a global company, so it makes sense that we can reach our vast audience both internally and externally with the most up-to-date and relevant information."

The site has been up and running for 2 months now and is proving to be a great success.

In addition to the Recycler website, Urban Element also developed the latest Remax website. Remax is the biggest European trade show for the remanufacturing industry bringing together remanufacturers from all over the globe.

The scope for the Remax website was of a similar vein; a content management driven site which allows for continual updates, in terms of floor plans, exhibitor lists and exhibition news.

The Recycler website: www.therecycler.com

The Remax website: www.visitremax.com



For more information about Urban Element please visit www.urbanelement.com or call Jon Ellard on +44 (0)1993 776999.