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MEDIA ALERT

FOR IMMEDIATE RELEASE

New Website Offers Easier 24/7 Access to Critical Data and New Ways to Stay Connected

Milwaukee, WI – May, 2013 —To win in today's increasingly competitive and challenging business climate, Bridge Logistics Services unveiled its new website designed to give their customers a competitive edge. Bridge-logistics.com contains exciting new ways for companies to access and monitor the flow of their goods and services through the supply chain.

Secure Account Access 24/7/365 -The new site has an easy to use, secure account access feature that allows accounts to gain access to information about their inventory 24/7/365. This feature is critical to businesses because raw materials, work-in-process materials and finished goods represent one of the most important assets of a business because the turnover of inventory is one of the primary sources of revenue generation and subsequent earnings.

BLUe -Positive feedback from customers resulted in the integration of Bridge Logistics' new **BLUe** technology into the website. **BLUe** provides a selection of secure inventory information. It also offers a series of daily reports summarized in excel format so that they can be downloaded and manipulated on your own system. **BLUe** produces the following reports:

- Daily Shipments
- Daily Status
- Daily Receipts
- Daily Activity

BLUe also provides automated e-mails acknowledging:

- Shipments
- Orders
- Receipts

Education - Another feature of the website is a strong push to provide education. This feature comes in the form of whitepapers and tips and tricks on how to grow your business. Users can download whitepapers on a number of topics ranging from customer service to management. Access to quarterly newsletters are provided where tips and tricks like: "6 Key Marketing Trends of 2013", "How to Sell During a Volatile Economy", and "Optimizing Revenue" and many others on how to grow your business are readily available.



Quote Request Form – Users can submit a quote from the site to Bridge via the automated quote request form. The form is easy to complete and walks you through the questions needed to provide you with an accurate quote quickly.

Technology - The new website was built using Joomla, one of the top CMS website platforms. Companies such as GE, McDonalds, and Barnes & Noble use Joomla. The website is mobile friendly. Drop-down menus have been removed and easier navigation provided to accommodate today's smart phone and tablet users. The new website was built with an optimized search engine structure which will aid in the ranking within search engines.

The site has been totally redesigned to provide a new look that reflects Bridge Logistics rebranding and growth. It also is designed to function across multiple user platforms. Tom Haering, the president of Bridge Logistics said, " I am proud to say, that the recent release of BLUe and now our newly designed website, is the result of a continuing effort to provide the highest quality service. Bridge is committed to the constant evaluation of new technology and ways to streamline operations and reduce cost."

About Bridge Logistics Services

Bridge Logistics Services furnishes customized, same-day warehousing and logistics solutions to companies of all sizes including Major Fortune 500 and 1000 companies and smaller organizations. We help save companies money through the outsourcing of non-core competency functions as a result we will: 1)Create efficiencies, 2)Control costs, 3)Improve cash flow, 4)Reduce the need for expensive real estate to hold inventory, 5) Bring greater responsiveness to accommodate fluctuations in demand or supply, 6) Offer more scalable logistics operation, 7)Reduce purchasing and maintenance costs for highly depreciable assets, 8)Reduce risk and 9) Allow the start of new projects quickly.

To learn more about Bridge Logistics or this topic:

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