



**For Immediate Release**  
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**Relyco Company Growth Spawns New Website, [www.relyco.com](http://www.relyco.com)**

*Industry innovator leaps ahead of competitors' online presence by offering the most intuitive and comprehensive resource center for business printing solutions*

**Dover, N.H., September 7, 2010** – [Relyco](http://www.relyco.com), a leading provider of value-added [business printing solutions](#), [business equipment](#), and [check printing solutions](#), today announced the launch of its new website at [www.relyco.com](http://www.relyco.com). The dramatically redesigned site incorporates Relyco's new corporate branding initiative, while significantly improving navigation and the overall user experience to instantly guide visitors to the business printing solutions they are looking for.

The new Relyco website is part of the company's online marketing strategy designed to strengthen its overall brand awareness and further establish Relyco as the expert and leader in the market for business printing solutions. The new website offers many improvements over its competition, including:

- Superior appearance and architecture enhancements designed by [Epic](#)
- Significant navigation and search improvements for quickly finding Relyco product information
- Expanded rich content – providing visitors with valuable, educational information
- New online Sample Galleries – enabling visitors to instantly see real printed product samples
- Enhanced search engine optimization and Google AdWords campaigns managed by [CreativeMind Search Marketing](#)

“It's our goal to deliver the industry's best customer service experience and our new website is an important tool that will allow us to achieve our mission and differentiate us from our competition,” said Mike Steinberg, president of Relyco. “As we continue to release more innovative products such as our [REIMAGE carbonless laser paper](#) and [REVLAR waterproof paper](#), the knowledge we have compiled over the last 20 years becomes extremely valuable. In our new site, we are sharing this information with you in our [Expertise Centers](#) to help you make more informed purchasing decisions and get the most out of your Relyco products.”

Relyco delivers ultimate quality and performance to its customers at the best possible price within its three primary product groups ([Laser Check Printing Solutions](#), [Self Mailer Pressure Seal Forms](#), and [Innovative Laser and Digital Forms](#)). Whether a customer is looking for a custom or stock item, Relyco works with each customer to provide solutions that best meet their business printing needs. Contact Relyco by calling 1-800-777-7359 or emailing [info@relyco.com](mailto:info@relyco.com) today to learn more.

**About Relyco**

Relyco is a leading provider of value-added business printing solutions, business equipment, and check printing software with over 10,000 customers worldwide. As one of the largest distributors of laser and digital applications, including laser checks and other high-security documents, Relyco's long-standing membership in the ASC X9AB check processing committee and extensive experience with fraud prevention strategies and new forms technologies positions it as the most innovative leader in the business printing solutions field. Relyco's customers include Google, J. Jill, PepsiCo, Samsung, Adobe and Microsoft. For more information, please visit [www.relyco.com](http://www.relyco.com).

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