

LEDdynamics Launches New Website

January 17, 2019 – Today **LEDdynamics, Inc.** launched their new website to mark the next phase of the company’s growth and re-branding. “We are extremely excited about the changes taking place at LEDdynamics and the website marks the public’s first exposure to a refreshed image for a longstanding industry innovator” said Daniel Yasi, Jr. Vice President of Sales. “The LED market is a highly competitive space where companies aggressively vie for attention and customers make decisions at the speed of a click. For this reason, it was important for the LDI site to be more contemporary and to present information as quickly as possible” he continued.

Guests will notice a clean and crisp layout that is easy to read and allows visitors to swiftly access desired information with a minimal amount of effort. The interface is comprised of multiple sections, utilizes a structured menu tree and offers a swift and convenient means to access product detail and information.

“In 2018 we experienced a healthy growth in site impressions and with the new website launch, we are anticipating a significant uptick in web traffic from both new prospects and existing customers. With 2019 upon us, we will commence with an active social media campaign along with trade show participation to provide greater visibility for LEDdynamics. A very exciting time in the company’s history and today just marks the beginning of a new chapter” Daniel stated in closing.

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About LEDdynamics, Inc.

Founded in 2000, LEDdynamics is an industry innovator delivering standard and customer LED Drivers, Light Engines and Light Modules for the rapidly-developing LED lighting marketplace. Research, design and production is based out of our corporate headquarters in Randolph, Vermont and serves clients worldwide.

For more information, you can visit their website at www.ledynamics.com or contact them at (802) 728-4533).