



Inciting Brand Demand



Impact & Image Overhauls International Trade Expert's Site to Suit Global Marketplace

Site better engages customers and strengthens BOC International brand

Mahwah, NJ and Boston, MA – March 28, 2008 – Impact & Image LLC, specializing in driving brand demand with its rapid delivery of short-term advertising, marketing and brand promotion projects, respecting the principles of continuous incremental improvement, today announced the launch of BOC International's new Web site and international shipment booking and tracking portal.

Impact & Image is proud to announce the launch of their latest Web project located at www.bocintl.com. This site redesign represents a complete overhaul of the architecture, design and functionality. Most striking changes include the one-click translation of the entire Web site from English into Chinese, Japanese, Korean, Dutch, French, German, Greek, Italian, Portuguese, Russian and Spanish and the dynamic global office locator. Other features include: scrolling news, success stories, links to online industry resources, mapping, contact e-form, a central repository for brochures and newsletters and a portal to shipment booking and tracking via integration with their existing supply chain software.

In the highly complex field of international trade, not only are world economies, but global security is at stake. Corporations' fates depend on an expedited movement of goods. BOC International plays a crucial role to those importing and exporting goods to and from the United States. BOC must meet the needs of their diverse customers who have government and industry specific safety, security and quality regulation compliance requirements such as ISO 9002 and C-TPAT. Only those highly specialized can strike the right balance between space-planning, vessel scheduling and carrier rates. Though familiar to the masses, the package delivery companies are relatively new to the niche of container-based international importing and exporting. As experts in this industry, BOC provides the global Web-based tracking visibility and alerts, the electronic filing of shipment and government compliance paperwork, but adds a superior level of service - first class service on a first name basis.



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“Often companies are so busy focusing on growing their business through sales that infrastructure improvement is relegated to low priority. Upgrading their Web site demonstrates BOC’s commitment to their customers and allows them to reflect the appropriate image, after 15 years of growth and success. Frequently prospects gather information about companies via the Web, before meeting them in person. With international businesses the Web content and functionality are more critical, since many base doing business with foreign companies solely on their online research,” said Randy Donalds, CEO of Impact & Image LLC.

“I knew Randy from her reputation as one of the top twenty most influential women in international trade and from being her customer while she was employed by an international supply chain software company. I knew the major impact her advertising and marketing skills made on her previous employer and the trade industry. Facing a complete redesign could have been daunting. Our changes needed to suit an international market. The design had to incorporate features expected on Web sites in our industry. It was an easy decision to choose her company, since she already understood our industry. Impact & Image provided a clear and detailed project plan with deliverables. They let us take an active role in crafting the message. While Impact & Image was very patient with our delays due to our international travel schedules, the staff was proactive about keeping the project moving. The process was very painless. They will help us maintain the site to keep the content fresh and add new features going forward. Bottom line this new site will help us better engage our customers and strengthen our brand,” said Patrick Fay, Co-owner of BOC International, Inc.

In an international business, 24/7 access is a necessity. BOC must offer sales information and customer service to a global market. Where the drain on staffing resources could be massive. The Web redesign deflects inbound phone, fax and e-mail inquiries to the Web, where customers can find answers about the company, their shipments and book new shipments themselves.

About BOC International, Inc.

BOC International, headquartered in Boston MA, is a privately held non-asset based supply chain solution company. BOC is the leader in moving data timely and accurately with global standardization.



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Their systems integration with their customers and their worldwide offices is seamless. Using this universal global platform BOC becomes an extension of their customer's company. Their customers feel like they added 250 offices around the world. Since 1993, their expert guidance and commitment to remarkable service has assisted many companies in becoming leaders in their industries.

For more information about BOC International visit www.bocintl.com, call 617-345-0050 or e-mail Michael Farrand at michael.farrand@bocintl.com.

About Impact & Image LLC

Impact & Image LLC, based in Mahwah NJ, equips new and emerging businesses with the foundation and ongoing support for their brand identity. They believe it is possible to be both ahead of the competition and customer-centered. They understand that by making brand promotion the core function and responsibility of the entire organization, their clients can create a compelling customer experience and incite people to want and recommend their brand. Their short-term project approach allows emerging businesses to easily manage incremental change and achieve success to reach the next level in their business.

Whether its earning accreditation by the Joint Commission on Accreditation of Healthcare Organizations or the distinction of Top 100 Logistics Information Technology company for former employers or being selected as one of the top 20 most influential women in international trade in 2006 or winning advertising awards from a magazine's C-level readership, Impact & Image's founders embody the continuous quality improvement philosophy and know the customer has to be the primary focus. Impact & Image is a proud member of CIANJ, the Commerce and Industry Association of New Jersey.

To enjoy the process of promoting your company and reignite the passion for what you do, visit Impact & Image at www.impactandimage.com, call 201-828-2044 or e-mail answers@impactandimage.com.



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