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SHERRILLtree Launches New, User-Friendly Website

Greensboro, NC (November 3rd, 2015) SHERRILLtree, the leader in professional arborist equipment has launched a redesigned website www.SHERRILLtree.com. The revamped website incorporates user-friendly features, smartphone responsiveness, and an updated Learning Center.

“The redesigned website allows for a much easier experience,” said Sam Barnes, SHERRILLtree’s Director of Marketing & eCommerce. All changes and have been done with the customer in mind. “The overall look and feel of the site has been streamlined for the customer,” Barnes added.

In addition to being user friendly, the new SHERRILLtree.com is smartphone responsive—a function that automatically formats www.SHERRILLtree.com to display better on smartphones. “In the past, it was difficult to use our website on a smartphone. Now that it’s responsive, it’s much easier to order” added Barnes.

The learning center will be populated with updated articles and videos on both products and industry-related topics. It will feature a blog-like format where customers will be able to interact by asking questions and proposing topics for future articles. “We want to make the Learning Center an area that’s truly about education. Articles and videos will highlight the pros and cons of each product or topic. By allowing customers to interact, it becomes an community of knowledge,” stated Barnes.

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SHERRILLtree is dedicated to providing safe, proven and tested solutions that arborists can trust with their lives. SHERRILLtree offers the most innovative products in the professional tree care & landscape industry and features the world’s leading brands and suppliers. The company has been in business for more than 50 years and takes pride in its’ more than 350 combined years of team experience in tree care and tree care products. SHERRILLtree is based in Greensboro, NC and is the largest direct marketer and catalog distributor of arborist supplies in North America. The team is passionately dedicated to helping customers become more successful in their work and outdoor lives. Visit SHERRILLtree.com to learn more.