

The NRG Team Launch New Company Website

Australian owned equine product manufacturer The NRG Team has launched a new website for 2015. The new media platform showcases the full range of products, NRG Ambassadors, horse care tips and a host of other features designed to make horse care easy.



NRG has launched a new website for use on desktop, tablet and mobile devices.

The new website has detailed information about the entire range of NRG grooming, feeding and first aid products including product ingredients, image galleries, and downloadable fact sheets to make horse care a much easier and less time consuming experience for horse owners.

Educational content is a key feature to the new NRG website with a section dedicated to Horse Care. This area features detailed instructions and image galleries of how to perform a range of grooming tasks including plaiting, banding, attaching false tails and much more. Instructional videos are also on their way with The NRG Team working closely with several NRG Ambassadors to create easy to follow instructional videos.

While a website upgrade had been on The NRG Team owner Boyce Deverell's mind for quite a while, finding the time and help to start the project took a little longer than expected.

"It is so easy to get caught up in the manufacturing side of the business that marketing can sometimes fall behind," explained Boyce.

"We have a couple of family members who have jumped in to help us with organising the new website upgrade and it's been a lot of fun working on it together. We wanted the website to be easy to use, educational, and a good place for busy horse owners to get the information they need quickly. We're looking forward to adding more regular video content too."

The company's history, easy to download media content and even the NRG Horses have earned their spot online with a section dedicated to their patient team of steeds. The new NRG website is mobile and tablet friendly and can be viewed at www.nrgteam.com.au.

The NRG Team is a wholly Australian owned and family operated business manufacturing high quality equine products since 1973. Based in Victoria's picturesque Yarra Valley, The NRG Team has developed a broad range of food supplement and grooming products for horse owners both around Australia and overseas. NRG products can be found on retail shelves across Australia and exported to New Zealand, New Caledonia, Thailand and China.

For more information or photos contact:

Boyce Deverell

NRG Team

Email: info@nrgteam.com.au

Ph: +61 3 5964 2999