

miggle.co.uk web design and development launch the Boo Greene e-commerce website

**Place/Time/Date: Brighton & Hove, UK, 1pm, 17th November 2008
FOR IMMEDIATE RELEASE**

Web design and development agency miggle.co.uk are proud to announce the launch of the brand new e-commerce website - www.boogreene.co.uk.

Boo Greene wanted a sweet and stylish e-commerce website, with all the tools to allow payments, daily updates and stock control. For this we used a blend of custom development with our powerful proprietary content management system - miggleCMS.

Boo Greene's Managing Director, Chloe Boxall, is really pleased with the outcome: "By using the miggleCMS, the web developers at miggle.co.uk were able to take my design ideas and plug them into their software, so that I got the site looking the way I wanted, with all the back end tools I need to manage my product pages, stock levels and orders with ease.

"The MiggleCMS is user friendly, effective and value for money and I would recommend it to anyone wanting an e-commerce solution. I have since received a lot of positive feedback on the look and user experience of the website."

Managing Director of miggle.co.uk, Alick Mighall says: "For a lot of small businesses who are starting to sell their goods online, a number of off the shelf e-commerce content management systems offer too much functionality at the expense of too little flexibility. Boo Greene was the first time we hooked up our easy to use CMS with the hugely popular Paypal - developing merchandising, stock control and catalogue management features at the same time - all essential features for any business selling online. Look and feel was everything to Chloe - there could be no compromises and our solution gave her the tools she needs to sell her quality product to customers in a fitting way."

For images and more details, please contact pr@miggle.co.uk or + 44 (0)1273 311443.

NOTES

1. Based in the UK's silicon city - **Brighton and Hove, East Sussex**, miggle's expert team provide [web design](#) and [website development](#), [content management](#) and online [media services](#) in the UK and worldwide. Clients include AOL (UK) Ltd, Yahoo! Europe, Sky.com and businesses of all sizes across Sussex.
2. miggle's website: www.miggle.co.uk

3. miggle's contact details - E: info@miggle.co.uk. T: +44 (0) 1273 311443.