

## CENTRAL DATA LAUNCHES NEW WEBSITE AND BRAND IDENTITY

### **New Website and Brand Refresh Underscore Ongoing Commitment to Growth and Quality**

Farmington Hills, MI Nov. 6, 2015 – Central Data, a provider of ERP software, hardware and technology solutions and services for distributors and wholesalers, officially launched a new website and corporate identity. The new website and brand refresh are more closely aligned with the company's strategic vision for continued growth and quality over the next decade and beyond.

The new Central Data website offers a clean, modern design, easy-to-navigate functionality and an informative, content-rich online experience. The new website was created with responsive design functionality which allows the site to automatically scale to be viewed on smartphones, tablets and other mobile devices without loss of readability.

Since being founded in 1973, the company has been known as Central Data Systems (CDS). As the cornerstone of the branding refresh and modernization, the company is shifting its name to Central Data, complete with an updated logo. The logo tagline, Connecting the Dots, is a reference to a core company philosophy of being a complete solutions provider by “connecting the dots” for customers by delivering the full range of technology software solutions and services.

Central Data Owner and President, Midge Davidson stated, “As a provider of leading edge technology solutions and services, it is important that both our website and our brand better represent our ongoing commitment to continued growth and quality. We recognize the importance of constantly innovating and adapting to new technologies to help our customers succeed. This modernization of our website and our brand are an important step to show our customers, partners and the industry that we are committed to quality solutions in everything that we do.”

### **About Central Data**

Headquartered in Farmington Hills, MI, Central Data is a privately-owned technology solutions company providing inventory management software, hardware and network solutions and services to distributors across the upper and mid-west United States. Since 1973, Central Data has been helping distributors optimize operations by running the right solutions that enable their business to increase productivity, improve profitability and drive growth. [www.centraldata.com](http://www.centraldata.com)

For additional information about Central Data, please contact Joe Davidson at [jdavidson@centraldata.com](mailto:jdavidson@centraldata.com) or 248-615-6282.

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