

**For Immediate Release
Mar. 23, 2015**

Human Element launches new Magento website design for brewery supplier GW Kent

GW Kent's new look and feel, updated branding and responsive website design provides an improved experience for both B2B and retail users on desktop, tablet and mobile devices. Human Element has combined the power of Magento Enterprise with custom development and elegant design to deliver a platform that meets the specific needs of this unique client.

Ann Arbor, MI— Mar. 23, 2015 — Human Element, a boutique eCommerce development agency and Magento Silver Solutions Partner, launched a new website design for the online B2B store GW Kent this week (www.gwkent.com). GW Kent manufactures and distributes a broad range of industrial equipment for beer breweries, vintners, distillers and pharmaceutical and chemical manufacturers.

The redesigned eCommerce store, built on the Magento Enterprise 1.14 platform, aims to better reach customers where they are, whether on a laptop, a tablet or a mobile device. Designed by Human Element, the responsive look and feel adjusts according to the device the user is on, giving the customer a better experience whether they are browsing processing tanks from the distillery floor on an iPad or looking for new valves for a brewing kit from a Smartphone.

“Human Element’s Magento B2B knowledge, technical experience in eCommerce, and modern design sensibilities were instrumental in the development of this new look and feel,” said Chantal Reichwege, founder and president of GW Kent.

With microbreweries, wine making and home brewing trending way up, GW Kent hopes to provide better user experience for both B2B and retail customers alike.

“The elegant and responsive design of the new GW Kent website delivers an improved interface for online shoppers,” said Ben Lorenz, managing partner of Human Element.

“Combining the powerful out-of-the-box functionality of Magento Enterprise with custom development from Human Element gives clients a platform that works for both their B2B customers and retail users, driving increased online sales overall.”

New functionality aimed at making online purchases easier for larger customers was added to the site late last year, as well as an upgrade to Magento Enterprise 1.14 from a legacy version.

About Human Element

With locations in Ann Arbor and Portland, Human Element works to develop web solutions for high transaction websites using the Magento Enterprise eCommerce platform. Human Element is one of the fastest growing custom application development agencies in Michigan. They are Magento-certified Silver Solutions Partners, and their work has enabled them to explore the vast functionality of the Magento ecosystem, acquiring a broad range of experience developing custom extensions. Custom development work has included Magento integrations with enterprise resource planning (ERP) systems, customer relationship management (CRM) platforms, (ESP) email service providers, payment gateways, and other data systems. Visit www.humanelement.com or call 734.545.8017 to learn more.

About GW Kent

GW Kent manufactures and distributes high quality equipment for producing microbrewed beverages, Page 2/3 If you have any questions regarding information in these press releases

please contact the company listed in the press release. Our complete disclaimer appears here including beer, wine and spirits. They also produce industrial equipment for chemical and pharmaceutical manufacturers. GW Kent was founded in 1985 and is headquartered in Ypsilanti, Michigan. Their cutting-edge production facility and warehouse stocks considerable inventory for quick delivery. Their location in the heart of the Midwest ensures easy logistical access and economical transportation costs. Visit www.gwkent.com or call 800.333.4288 for more information.

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