

Allens wins 2018 Website of the Year award

Catering equipment supplier and furniture hire company Allens has won the 2018 Website of the Year award at the Hire Awards of Excellence for its e-commerce platform.

Allens' e-commerce platform was developed by Bluegrass Digital, a technology company that is a digital partner of Allens for more than 10 years.

The main criteria for the award were: ease of use, innovation, up-to-date information, and demonstrating the use of social media and other marketing collateral to maximise internet presence.

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