

Catalogs.com launches Dynalog

FEBRUARY 13, 2014 | BY DAN BERTHIAUME

Fort Lauderdale, Fla. — Catalogs.com has launched Dynalog, a new dynamic digital catalog solution that enables retailers to create interactive e-catalogs that are optimized for Web and mobile devices. The solution does not use PDFs or shrink down existing catalogs into digital format, but allows retailers to develop, customize and launch customized digital catalogs within 30 minutes.

"Clients are finding it extremely easy and effective to email their Dynalog to existing customers, add it on newsletters, and share it on social media platforms including Facebook, Pinterest and Twitter," said Richard Livensky, president and co-founder of Dynalog. "The best part about Dynalog is that it delivers a far superior experience at a fraction of the cost of developing a PDF catalog."

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