



O2 Web unveils a new brand image and website, confirming its position as leading e-commerce agency.

Montreal, November 22, 2021 – *O2 Web, a Quebec-based agency that specializes in developing integrated e-commerce solutions, today unveiled a new visual identity and website (www.o2web.ca). In doing so, O2 Web has affirmed its decision to focus on e-commerce, a field that combines technology with business strategy, and is positioning itself as one of North America's leading e-commerce agencies.*

Beyond technology

The agency's new tagline — *Think Beyond Technology™* — summarizes the core vision shared by the agency's shareholders, Charles Guimont and Simon Robillard.

"On its own, technology is useless. Even the best technology can only create value if it's aligned with a company's business needs. That's why, when planning e-commerce development, it's important to think beyond the technology stack and view technology as an answer to a specific business need." — Charles Guimont, founder and president of O2 Web

This vision supports O2 Web's aspirations and mission: to help clients achieve lasting gains in their e-commerce business. It clarifies that generating e-commerce results is the primary objective for all of the agency's projects.

Streamlined image. Simplified navigation.

O2 Web's new image and [website](#) reflect a more modern and mature identity through the use of UX creativity and simplified navigation.

The new website will allow current and prospective clients to learn more about the agency's technical and strategic expertise, as well as its philosophy and company culture. It also underscores the importance of combining these different areas of expertise in order to achieve the best possible results.

The new website and brand image are a concrete expression of the agency's ambition: to progress, embrace continuous improvement and fulfill its mission by focusing on client needs.

About O2 Web

O2 Web is a fast-growing web agency that specializes in developing integrated, flexible and innovative e-commerce solutions for the B2B, D2C and B2C markets. The agency's clients include manufacturing companies and distributors (BRP, Master, Toromont CAT, etc.), major retailers (Must, Zadig & Voltaire, Patrick Morin, etc.) and large organizations (Cogeco, Arc'teryx, Thrasio, etc.). In all its dealings, O2 Web's commitment remains the same: helping clients effectively use new technologies to grow their business and achieve their full potential.

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