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## **Boulder-Based TriDigital Inc. Celebrates 10-Years of Internet Innovation**

**BOULDER, CO – February 10, 2004** – TriDigital, Inc., a strategic marketing and Web design and development company, is celebrating a decade of business success. Founded in Boulder in 1994, TriDigital provides custom solutions for local, national and international clients ranging from large high-tech companies such as Sun Microsystems to small, independent businesses such as Sushi Den, to non-profit organizations such as the Front Range Volleyball Club.

Founder and CEO Sherry L. Smith started the company when the Internet was still in its infancy. Bridging a knack for networking with a background in software and computer graphics, Smith turned her attention and talent to the Web. A decade later, TriDigital has grown into a full-service provider of cutting-edge Web and marketing solutions. Smith is a founding member of Colorado Women in Technology and active in the American Marketing Association and the Forum for Women Entrepreneurs.

“We differentiate ourselves in three ways,” says Smith, “building clean, well designed Web sites, working with clients closely and consistently delivering results that impress. The fact that TriDigital has been able to stay ahead of the Internet curve as a full-service provider of dynamic Web and marketing solutions and kept client referrals very high has enabled us to reach this 10-year milestone.”

Smith credits the company’s success to a collaborative approach that encourages communication and flexibility throughout the life cycle of a project, as well as a customer-centric philosophy that builds strong client relationships and fosters creativity.

TriDigital recently added Web hosting and search engine marketing to its primary Internet service offerings of Web design and development, databases and e-commerce. Additionally, TriDigital offers marketing services that include corporate identity, graphic design and project and product management. The combination of these services has enabled clients to have a presence on the Internet and tap new and innovative business opportunities. By offering such a comprehensive solution, TriDigital has met and exceeded its clients’ expectations.



"The fact that they offer everything from concept to implementation was very important," says Stephen Johnson, owner of The Pottery Co. ([www.thepotteryco.com](http://www.thepotteryco.com)) and a TriDigital client. "We had a basic understanding of what a Web site could do for our business, but from a technical standpoint, we were neophytes. TriDigital was responsive to our needs from the very beginning. They not only had the technical skill, they had the ability to convey it in terms we could understand. We couldn't be happier with the results."

### **About TriDigital**

TriDigital, Inc. is a Boulder, Colo.-based strategic marketing and Web design and development company specializing in innovative Web development, e-commerce, databases, Web hosting, search engine marketing, corporate identity, graphic design and product and project management. TriDigital's full-service Web and marketing offerings help clients streamline and profit from their Web sites while increasing traffic and fostering new business opportunities. Clients include Qwest Communications International, Motorola, Sun Microsystems, Northern Colorado Rentals, Caplan & Ernest law firm, Sushi Den restaurant, Tapestry Day Spa, and Estancia Piedra winery. TriDigital was founded in September 1994. For more information and a complete client list, call 303.440.3877 or visit [www.tridig.com](http://www.tridig.com).

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