

Red Square Internet Agency designs and delivers a world first website for P&O Nedlloyd!

Innovative website, [youship.com](http://www.youship.com), provides SMEs with cost-effective online facility

Red Square (www.redsquare.com.au), a leading Australian full-service Internet agency, is pleased to announce it has developed the first-of-a-kind online presence for one of the worlds largest shipping companies. P&O Nedlloyd approached Red Square to develop an online product www.youship.com that would offer businesses competitive sea-freight rates significantly below the normal P&O Nedlloyd "tariff" rates. The resulting [youship.com](http://www.youship.com) website, launched in Australia and New Zealand first, now means businesses needing to ship goods can view prices and space availability online; can then book their shipment online and then be issued with an e-ticket confirming the booking and charges to be paid. "Through [youship](http://www.youship.com), booking shipping is now as easy as booking an airline ticket," explains David Stevens, [youship](http://www.youship.com) Manager. "Red Square has developed a flexible site in [youship](http://www.youship.com), that provides an interesting and easy end-user experience. For the first time in the world our online presence now gives potential and existing customers an easier and often more cost effective sea-freight offering, to reflect the online service being provided." Tony Redhead, Principal of Red Square, says, "We are delighted to have been involved in this project with P&O Nedlloyd. We have created [youship](http://www.youship.com) to enable customers to take direct control of their shipment arrangements across the Tasman by using a simple, easy-to-use product which minimises paperwork and is available 24 hours a day." David Stevens, [youship](http://www.youship.com), concludes, "Red Squares professional and enthusiastic approach combined with their excellent track record and innovative ideas made them the best choice for developing the [youship](http://www.youship.com) site." Bookings can be made by customers in both directions across the Tasman, on P&O Nedlloyd services, including ships of partner companies where P&O Nedlloyd has a space allocation.

About Red Square: Founded in 1995, RedSquare <http://www.redsquare.com.au> is one of Australias leading Internet agencies with a reputation for developing innovative and successful websites. This privately owned business delivers flexible, stable and scalable solutions for its clients, designed specifically to ensure a positive website user experience. Offering a wide range of Internet related services including; e-business strategy development; web based application development; Rich Internet Application development; web hosting and enhancing web user-experiences; Red Square is able to offer clients a total Internet solution. With some of the nations best web development staff on board, Red Square consistently provides clients with quality Internet and Intranet solutions. Key Red Square clients include: oneworld Alliance, Telstra, Panasonic Australia, P&O Nedlloyd, Harvey World Travel and YHA Australia.

About [youship.com](http://www.youship.com): www.youship.com is a new, simple and exciting online product offered by P&O Nedlloyd to customers for shipments between Australia and New Zealand in both directions. [youship](http://www.youship.com) is dedicated to providing high quality service and competitive rates via the Internet for your Trans-Tasman shipping needs. [youship](http://www.youship.com) is powered by P&O Nedlloyd, one of the world's leading container-shipping companies.