



Dear Sean

Electric Pencil helped us turn our vision into a clear digital strategy, a beautifully designed website, and a seamless eCommerce platform.”

Working with Electric Pencil has been a genuinely positive experience from start to finish. We needed more than just a website - we needed a clear digital direction for our brand and products.

Through their digital consultancy and digital strategy, they helped us refine how Julie Kay Way should be positioned online, ensuring the website would support both our brand story and our long-term growth.

Electric Pencil translated that strategy into a thoughtful and beautifully executed web design that feels professional, trustworthy, and aligned with the values behind Julie Kay Way. The site structure, user experience, and messaging make it easy for visitors to understand our products and the expertise behind them.

They also implemented a robust eCommerce solution, giving us a reliable platform to showcase and sell our maternity support products online.

Everything - from product presentation to the purchasing process - has been designed to make the experience smooth for customers.

Throughout the project, Electric Pencil were professional, responsive, and easy to work with. They took the time to understand our goals and consistently delivered thoughtful solutions that balanced strategy, design, and functionality.

We're proud of the website we've launched together and confident it provides a strong digital foundation for Julie Kay Way as we continue to grow.

Cetina Pfortner

