



FORMERLY KNOWN AS PURECHANNELAPPS

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## **purechannelapps™ announces re-brand to Tremolo® Software**

09/10/2017 – **BATTLE, UNITED KINGDOM** – Today purechannelapps, an enterprise-class software company, focussed on driving brand engagement through dynamic newsletters, portals and social media, has revealed its new look, following a complete rebrand to Tremolo Software, a new name to reflect its move to also servicing brands outside of the channel industry.

Over the last few years the company has not only expanded in terms of the industries it services, but also in terms of the number of employees, revenue growth and also its geographical presence, with new staff in the US, offering a first-class service to its clients.

Olivier Choron, CEO and Founder of Tremolo® Software says *'We felt this was the right time to launch our new brand image and I couldn't be happier with the result. It's fresh, as well as completely unique and distinct from our competitors, which is what we are'*.

### **The name Tremolo Software**

Tremolo refers to the ripple effect of the same action being performed repeatedly, which fits well with the company's objective of providing software solutions that enable brands to drive better engagement throughout their whole business. This includes through their employees, channel partners, influencers and prospective buyers, via social media, and portals.

Other than the new name and new look, nothing else will change. Customer platforms will remain the same, and Tremolo Software will continue to put its customers first and deliver the very best innovative solutions to benefit them and their advocates.

Visit the website today to discover their new look and find out what Tremolo® Software offers: [tremolosoftware.com](http://tremolosoftware.com).

## **Driving Brand Engagement**

Through Social Media, Dynamic Newsletters and Portals

Company registered in England 07583391. VAT no: GB 110526661