

**Hammerkit invites web designers to challenge the old website design principles**

*- Dedicated Designer Forum and weekly online sessions provide new ideas and tools*

Helsinki, Finland, 18<sup>th</sup> May 2009 - Hammerkit, the developer of true component-based architecture for web applications, has launched a dedicated Designer Forum and weekly online learning sessions for the web designer community to encourage the development of dynamic web design. Hammerkit's easy-to-use online toolset allows instant creation and deployment of web applications that cater to business, marketing and communications needs.

Web development projects have typically taken months to complete. As web-based applications are now becoming critical business enablers for companies of all sizes, shorter time-to-live and lower development costs are keys to success. New wave online businesses need to be built quickly on demand, using live online platforms and simple drag-and-drop tools.

"With the advent of modular and reusable functionalities, designers should not need to wait for coders to implement. We believe that web design will no longer be about coding, but about selecting the right functionalities for each business and tuning the desired user experience," comments Mark Sorsa-Leslie, Managing Director of Hammerkit.

Hammerkit platform boosts the productivity of web design by introducing reusable web functionalities that enable faster and more cost efficient response to customer needs. An increasing number of businesses are already looking for ways to utilise web-based applications for increased speed, cooperation, transparency and efficiency. With the Hammerkit web development platform, companies can leap beyond plain presence on the web by picking and choosing the right applications for their business from libraries of functionalities.

"We want to make Hammerkit easily available for the worldwide web designer community and encourage them to try out the tools to see how easy it is to make dynamic web design. We also want to invite designers to interact with us and other Hammerkit users. This is why we run weekly Webcast session and launched a dedicated Designer Forum on our website. This week we also started posting daily design tips on Twitter, we call them Twips," Sorsa-Leslie continues.

Version 3.5 of Hammerkit is currently offered for free for the web designers, who want to test the platform. Weekly Webcast sessions take place on Thursdays at 3 pm CET. You can register for the online sessions via [www.hammerkit.com](http://www.hammerkit.com).

For more information: [www.hammerkit.com](http://www.hammerkit.com) or <http://designer.hammerkit.com>  
For daily design tips: [www.twitter.com/hammerkit](http://www.twitter.com/hammerkit).

Mark Sorsa-Leslie, managing director, Tel. +358 40 580 1962, email: mark (at) hammerkit.com

**About Hammerkit**

Hammerkit turns the web into a dynamic business platform. The easy-to-use online toolset allows instant creation and deployment of web applications that cater to business, marketing and communications needs. With the Hammerkit platform, companies can leap beyond plain presence on the web by picking and choosing the right applications for their business from libraries of functionalities. For web designers, the Hammerkit platform boosts the productivity by introducing reusable web functionalities, enabling faster and more cost efficient response to customer needs. For ISPs, Hammerkit provides an add-on service that helps their customers gain more benefit from the ISPs' core offering. Hammerkit was awarded as one of the Red Herring Top 100 companies in January 2009. For further information, please visit [www.hammerkit.com](http://www.hammerkit.com).