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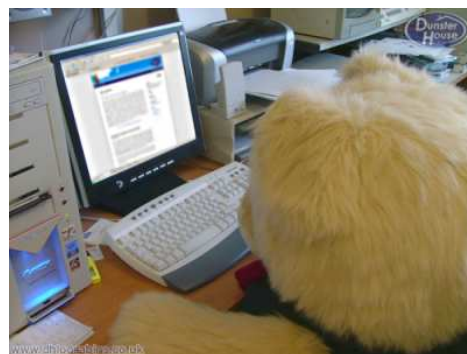
Dunster House Employs Bear to Write New Blog

The popularity of the blog is growing, and many companies are starting to publish their own blogs on the internet as a new way of presenting themselves and communicating to customers. The UK company Dunster House have just launched an exciting new blog that is to be written from the point of view of their latest employee, a teddy bear named Dunster the Bear.

The **blog** (short for the term 'web log') is quite a recent phenomenon that has taken the internet world by storm and has become extremely popular over the past few years. There are many types of blog. Some blogs can concentrate on discussions about specific topics, allowing people to publicly express their views and comments on their own life or current affairs and news stories. Others are written on a more personal level for the author to chat to and update their friends. Although there is a lot more to it, the simplest way to define a blog is as a kind of online diary or journal, containing personal opinions and thoughts of the author.

Many companies are jumping on to this bandwagon and using blogs as another way to present themselves to their customers. The blog is a way of communicating information to customers about their company and products/services, or general information about their area of business. A blog also often offers the opportunity to easily gain feedback and opinions from customers or readers who are able to post their own comments and replies.

The UK company Dunster House, who specialise in garden products, such as [log cabins](#), [garden offices](#), [wooden climbing frames](#), and [decking](#), have just launched their own [extraordinary blog](#). Strictly speaking, the Dunster House blog is not exactly a company blog. It shows the unique behind the scenes look from the perspective of the company's new loveable employee, Dunster the Bear. Just as his name suggests, Dunster the Bear is indeed a large teddy bear.





Sounds crazy, but Dunster House believe that through their blog they will be able to connect with their customers on a different, more personal level. Alexander Murphy, Director at Dunster House explains: *"As a company we are constantly growing and finding fresh and exciting ways to present ourselves to our customers and this blog is an important part of our new and leading-edge website."*

The blog will be written in Dunster the Bear's own style and sense of humour, commenting on what is happening in the world of Dunster House, and in an unofficial way, present the company's products, including their log cabins, climbing frames, garden offices, etc. But the main focus of the blog will be on Dunster the Bear himself. It will be an account of his personal thoughts and experiences of daily life, and what he gets up to whilst at work and in his spare time.



If you are interested in taking a look at what Dunster the Bear has to say then visit the new [Dunster House blog](http://www.dhlogcabins.co.uk/blog/) at www.dhlogcabins.co.uk/blog/, or to find out more about the company itself take a look at their website www.dhlogcabins.co.uk