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**DADI Win Marks Fifth Award This Year For Magento Agency, Ampersand Commerce**

Leading UK Magento ecommerce development agency, Ampersand Commerce, celebrated another prestigious award win in the 'Retail Website or Campaign' category at the DADI (Drum Awards for the Digital Industries) ceremony in Leeds on Friday night for their development of Made.com - an online design-focused furniture retailer.

It has been a monumental year for Ampersand Commerce, with this DADI Award in the 'Retail Website or Campaign' category marking the fifth award this year for the agency's development of Made.com.

Using open-source ecommerce platform Magento, Ampersand Commerce created a custom ecommerce solution for Made.com that built the foundation on which launched Made.com's innovative and very successful business. In addition to the necessary functions such as secure payment processing, Ampersand Commerce also built and integrated consumer-friendly modules including a cash-back referral scheme, a custom checkout process and a tracking system allowing Made.com customers to monitor the progress of their goods from manufacture to delivery. Since launch early last year, The Made.com website has successfully processed tens of thousands of orders, proving the worth of the Magento platform and propelling the Made.com business into profitable growth and abundant respect within the UK design industry.

The DADI Awards celebrate and reward digital effectiveness and excellence. Organised in association with Leeds Live it Love it, The Dadi Awards are open to anyone in the UK who is doing great digital work and producing effective digital strategies. Following their own example, one of the digital features of the evening ceremony included a live tweet feed using the #dadiawards hash tag, where guests could interact with each other, the public and the DADI team in real-time.

Extremely proud of the Ampersand Commerce team, Managing Director and Magento expert Darryl Adie, said of the award win:

"It's been a phenomenal year for Ampersand Commerce and we are ecstatic about ending 2011 with this DADI Award marking our fifth award win for our Magento development of Made.com. Leaving the ceremony with a win in the 'Retail Website or Campaign' category is a testament to how imperative meticulous back-end development is to the success of an online retailer and we are very proud to be recognised for our achievements."

**Further Information**

About Ampersand Commerce

<http://ampersandcommerce.com> and follow @AmpersandHQ

Ampersand Commerce is a multi-award winning Magento ecommerce agency specialising in technical Magento development, support, hosting, integration, consultancy and training for Enterprise businesses all over the world. Ampersand's team of seasoned technologists live and breathe Magento and through years of delivering some of the most challenging projects on the Magento platform, Ampersand has gained a reputation in the United Kingdom for being one of the most technically able agencies in the Magento ecosystem.

About Magento

<http://www.magentocommerce.com>

Magento is the fastest growing eCommerce platform in the world with over 180 solution providers and 60,000 merchants, including leading brands, innovators and large retailers enabling over \$25 Billion in transactions each year. Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Based in Los Angeles, Magento is a fast-paced, entrepreneurial organization dedicated to the mission of enabling the worldwide eCommerce ecosystem.

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