

CASE STUDY

WEBSITE DEVELOPMENT

ACE METAL CRAFTS COMPANY



WHERE YOUR DESIGNS TAKE SHAPE

THE CHALLENGE

Developing a new website was part of an overall brand redesign and repositioning effort for ACE. It was key for the site to reflect the new look, feel, and messaging, as well as the culture which drives their standard of excellence.



THE SOLUTION

When designing the site, it was critical to include these elements of expertise, innovation, and culture in real terms and examples, without compromising customer confidentiality.

SITE HIGHLIGHTS

ACE History page: highlights 60 years of their culture and building of expertise.

Capabilities page: images, videos, and content which provide insight into key processes and information on services by showcasing shop floors rather than customer products.

Home page: outlines key industries served and provided applications with captivating images.

