

CASE STUDY

WEBSITE DEVELOPMENT

EX-CELL KAISER



THE CHALLENGE

They were facing challenges with their site, which were preventing them from making the content changes necessary to keep information up-to-date and in line with promotions, marketing efforts, and new products.

THE SOLUTION

The new site developed by CDI allowed for flexibility for frequent changes to adjust product specifications, and included an highly-specific, technical functionality to support their customizable product line.

SITE HIGHLIGHTS

Custom Innovations page: both visually appealing and easy to navigate, this page is the centerpiece of customizable products for customers.

New Products page: easy to find for customers and easy to update for the Excel-Kaiser team, this page exemplifies the flexibility of the site.

Distributor Tools page: a page specifically designed for distributors to access the content they need quickly and efficiently.

