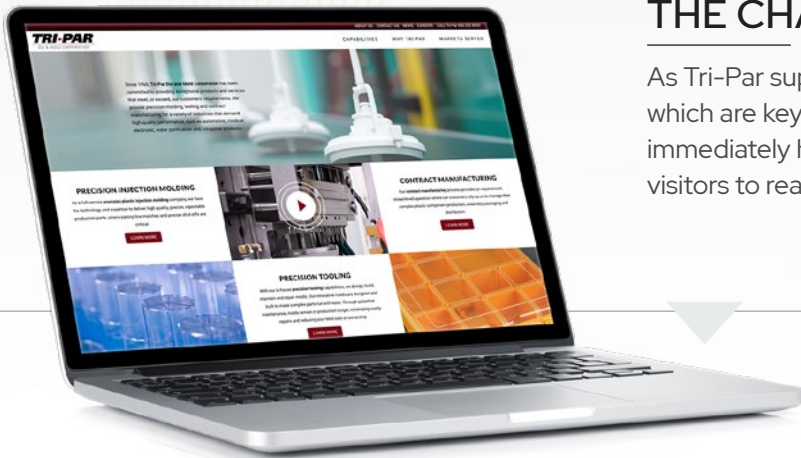


CASE STUDY

WEBSITE DEVELOPMENT

TRI-PAR DIE & MOLD CORPORATION



THE CHALLENGE

As Tri-Par supplies everyday essential products and services which are key in many industries, it was necessary for the site to immediately highlight these core competencies without forcing visitors to read paragraphs of content.

THE SOLUTION

The design of the site was built with descriptive imagery in mind, so photos and video could quickly paint a picture of the key products and services in as few words as possible.

SITE HIGHLIGHTS

Home page: bold, descriptive images coupled with a video at the heart of the page allows visitors a quick guide to all capabilities, without ever having to read text.

Capabilities pages: streamlined and to-the-point, these pages provide content to visitors in a specific hierarchy of importance, presenting the most valuable information first.

