

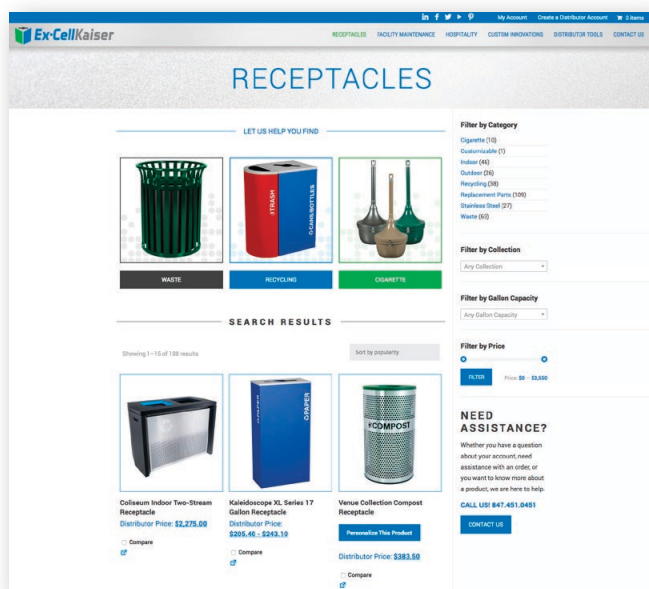
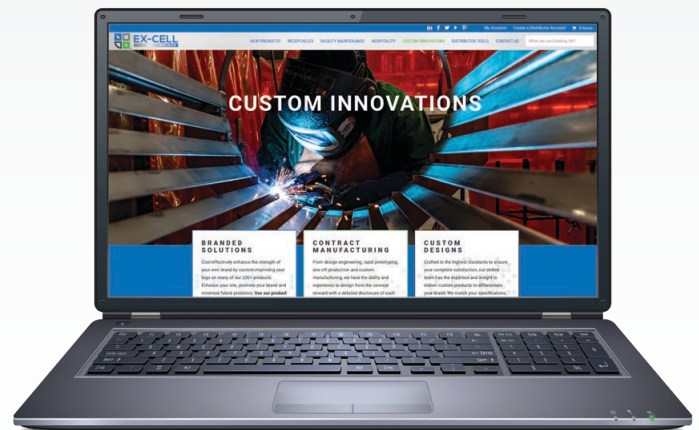


THE CHALLENGE

Custom Direct, Inc. [CDI] had recently delivered a comprehensive analysis and rebranding of Ex-Cell Kaiser, including identification of their unique, core competencies. The ability to offer custom, branded solutions with a complex array of options truly sets them apart from the competition.

The client's existing, inflexible eCommerce platform - Magento - required extensive and expensive maintenance in a closed, proprietary system. Making even the simplest of product updates or changes was an expensive and time consuming proposition.

The eCommerce solution in place prohibited Ex-Cell Kaiser from taking full advantage of the key differentiator: custom product solutions, which also deliver proportionately higher margins on typically larger sales.



THE SOLUTION

CDI rebuilt the entire website incorporating the new brand messaging, built upon a framework of the powerful, open-source eCommerce platform: WooCommerce in WordPress.

WooCommerce excels at product organization and the ability to offer an extensive variety of multiple-choice options, allowing end-users to customize products to meet their exact needs. Once a product is customized, the order can be placed through the end-user's distributor.

IMPACTS

*A conversation with
Anna C., VP of Sales and Marketing,
Ex-Cell Kaiser, LLC*

New eCommerce platform provides best in industry product customization configuration

“With our eCommerce platform, users can see much more information on our site than they can on most distributor sites. For example, our Kaleidoscope Collection of outdoor waste and recycling receptacles is available in 4 basic shapes and capacities. With 120 stock options and hundreds of customization combinations, the Kaleidoscope can be customized to uniquely suit each customer. End users can configure their product to the next level with custom colors, signage and/or logos. With WooCommerce, we’re the only manufacturers showing this range of customization.”

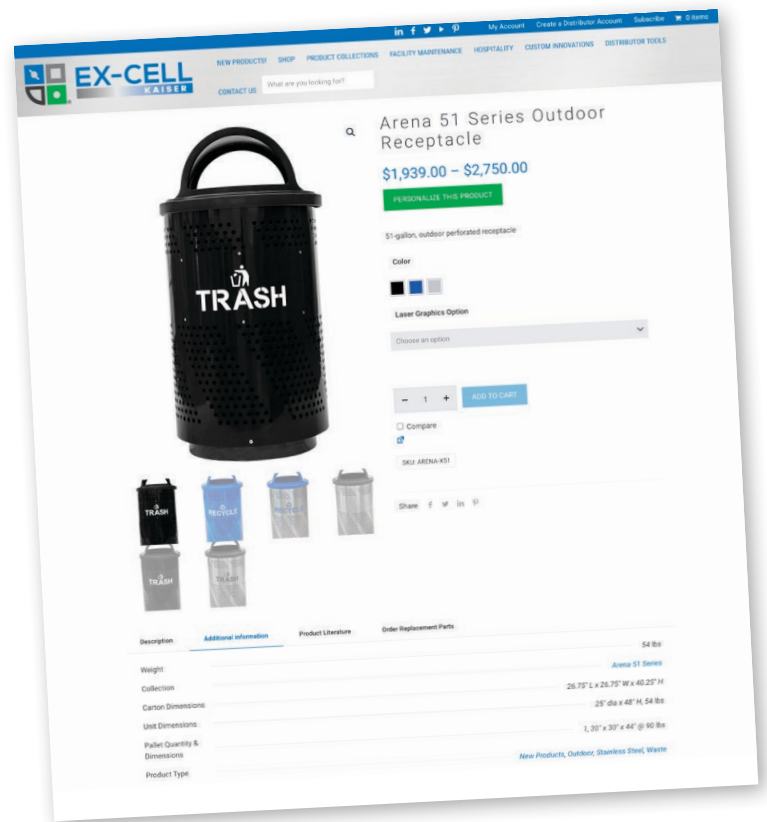


Branding is King

“We continue to trend upward in customization. We see a lot of end-users looking to customize products we previously didn’t market as easily customizable... They’re really looking to have every dollar they spend reflect positively on their brand. Purchasing a product like a receptacle for example, which has a public-facing position in the organization, whether it’s to their employees in the office or in a public lobby, requires every dollar spent to directly benefit their brand. We’re seeing a significant increase in orders for customized products than we are for standard products.”

Beyond Paper Catalogs: up-to-the-minute and up-to-date

"Our customer network of distributors still rely heavily on paper catalogs, which are typically released at the beginning of a year. If we introduce a new product mid-year, the catalog doesn't contain the update. With the WooCommerce platform we can update products, introduce a new product mid-year, or even make engineering changes to a product, WooCommerce allows us to easily make the updates online, so we're confident the most current information is readily available to the entire marketplace."



A SIGNIFICANT INCREASE IN CUSTOMIZATION SALES

"We were always doing a significant amount of customization, because we're one of the few manufacturers that offer it, but now we're seeing it grow. I would say customized products have increased to 15 to 20% of our sales, which is a big number when customized product sales were already relatively high."

Total Annual Revenue: **\$6.5 million***

Customization products prior to WooCommerce:

10% of sales, \$650,000

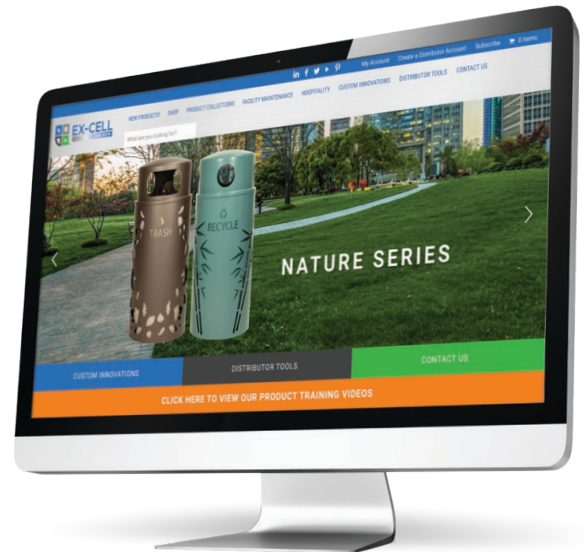
Customization sales growth with WooCommerce:

15-20% of sales, \$975,000 to \$1.3 million over 2 years

CLIENT OVERVIEW

Ex-Cell Kaiser LLC, located in Franklin Park, Illinois is a developer and manufacturer of unique, high-quality recycling, hospitality and facility management products. For over 85 years they have delivered custom designed, cost-effective solutions for market-specific applications around the world.

Ex-Cell Kaiser’s primary sales channel is through a network of distributors, whose end-user clients include municipalities, sports arenas, hotels, airports, universities and more. Ex-Cell Kaiser does NOT sell to end users directly and values their distributor network relationships.



CUSTOM DIRECT, INC.

Very often, the best way to get results is to just get started.

That said, you’ll want to avoid moving ahead with a mix of wishful thinking combined with disconnected tactics and goals not shared by all, which may seem as if you’re ‘doing something’. Yet... the act of taking the necessary time and steps to follow a process designed to help you set, achieve and even surpass your goals, has proven to be much more effective than simply performing ‘random acts of marketing’.

It’s assumed that eCommerce in the manufacturing sector means providing online cart functionality within your website. Not as well known, however, is that eCommerce can also refer to configurator RFQs, otherwise known as conditional logic RFQs. Both of these eCommerce functionality options work exceptionally well independently, or together, in bringing your customers and prospects through your sales funnel to close deals.



Consider these eCommerce facts:

- the fastest growing sales channel in manufacturing
- provides 24-hour sales
- easy to scale for your growing product line
- creates greater brand awareness through SEO-rich product detail content
- reaches broader audiences through improved search results
- builds your company’s credibility within the industry, and in search engine algorithms
- eCommerce functionality for your industrial business can be a straightforward process with our proven Blueprint for Success in the development of your newCommerce website.