

Sundeala website Sundeala design, manufacture and supply a range of 100% recycled pin board and notice board products from their factory in Cam, Gloucestershire. The markets they operate in are diverse and target audiences vary from architectural specifiers to end users.

Much of Sundeala's sales are driven via their web site.

www.sundeala.co.uk

See overleaf for more details...



“When planning communication media for the construction industry, I need to know that the agency I'm dealing with has the ability to get a complicated message across in the simplest possible way. I have worked successfully with CDP for over 15 years, knowing I can rely on their professional technical knowledge and superior design skills to do just that!”

Graham Osbourne, Marketing Manager, Sundeala Limited

Objectives

To radically update and improve on the navigation and accessibility of the existing site, at the same time making the site more presentable and 'fun to visit'.

Some customers access the information site by themselves, but the Sundeala sales force also uses the site to help lead customers to the correct product for their particular requirement.

Problems

Client requirements are varied. Site needs to appeal to a specifier as much as, say, a head teacher, but clearly leading them through the wide range of colour and material choices.

To reinforce the message that pin board is available as sheet material, and that all other product utilises pin board, which is made from 100% recycled newsprint, in their product make-up.

Solutions

A combination of flash and html was used to improve on the look and flow of the site.

Results

Early days so far, but reaction from Sundeala's customers is very positive.

Staff also find it easy to talk through with their customers.

