

About Our Client:

The world's leading developer and manufacturer of keratin products, Keraplast Technologies has a stellar reputation around the world for their advanced wound care products. But Keraplast recognized that their innovative findings of the uses of keratin could also be applied to lifestyle products as well. So, Restrospect, their new brand of lifestyle products, was born. Founded on the same principles of biotechnology innovation and global customer care, Restrospect is dedicated to providing life-improving products to its customers.

The Challenge:

As a past client, Keraplast Technologies knew that they could trust their new brand's website to Creatuity's capable development team. The company wanted the site to have a different look and feel from their other brand's website in order to distinguish the separate product line. However, they also wanted the new eCommerce site to run on their existing backend to streamline ordering and their own processes. In addition, they needed this new website to be completed within the tight deadline of their new product launch.

The Solution:

Creatuity began this project by reviewing the detailed front-end design completed by Restrospect's in-house designer and consulting with the company about how they wanted their new eCommerce site to function. From there, Creatuity recommended that Keraplast consider using Magento's multistore functionality to create its new brand's website. Magento has an innovative system called GWS for this particular need, which splits Magento platforms into three tiers: Global, Website, and Store. Creatuity built Restrospect's website within Keraplast's global platform, which allows the new website to run on the company's existing backend, increasing efficiency and keeping all their important order information in one location. In addition, this multistore functionality allowed Keraplast to build the new Restrospect brand while a separate design to distinguish its lifestyle products from their already established line of wound care products. The end result was a stunning new site with its own defined aesthetic that still runs on Keraplast's existing Magento backend, all before the exciting launch of the new product line from Restrospect.

The Results:

- Brand-new eCommerce site launched ahead of product line launch will build branding and publicity for this new branch of the business
- Multistore functionality allows for increased brand awareness for the new site while streamlining backend processes
- New design improves user experience and encourages repeat visits
- Continuous support and upgrades allow the site to keep up with growing traffic as the product line is launched.

Client Profile

Founded: 1996

Location:
San Antonio, TX

Size: 11-50
employees

Industry:
Biotechnology

Services: Magento
design and
development,
eCommerce
consulting