Case Study

Schutt Industries

www.schuttindustries.com

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Industry
Industrial Manufacturing

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Components:

- *CMS selection*
- *CMS implementation*
- *Graphics for branding initiative*
- *Custom photography*

Goals

- Portray Schutt Industries as a leader in the trailer industry
- Upgrade website to accurately reflect products and services
- Include representation for commercial and consumer products
- Provide an easy-to-maintain website

Challenges

Schutt grew as a business significantly over the last couple years, yet their website did not reflect the magnitude of their services and products. In order to appeal to the growing sophistication of their customers and remain a leader in the trailer industry, Schutt needed to rebrand itself through their web presence.

Solution

Avastone Technologies, a Certified Kentico Partner, worked with Schutt Industries reviewing their products, customers, and future company direction. Avastone, in partnership with a marketing group, walked Schutt through the branding process. This included the development of a new logo along with the call-to-action statements and primary marketing imagery. The website was developed based on the defined branding standards portraying Schutt's major product offerings and integration services. Each product category has a different look and feel that targets the associated demographic.

The site contains custom photography and was built using features of Kentico including the product catalog, image gallery, video, rotational images, forms, and custom tailored product menus.

Schutt Industries' initial reaction to the website included comments such as "Wow, that's us!" The website now provides the foundation for further development of Schutt's marketing materials and go-to-market endeavors.

Results

- A true representation of Schutt's products and capabilities
- Kentico is a very stable platform with the flexibility for customization
- Site is updated regularly with fresh content because of Kentico's user friendly interface
- A rebranded go-to-market strategy staging Schutt to expand into new markets
- Site was chosen as one of the [Top 10 Kentico Websites for February 2013](#)