

Case Study

Premier Paper

www.paper.co.uk

Net

Construct

Industry

Manufacturing

Partner

NetConstruct Ltd
Riverview Court
Castlegate, Wetherby LS226LE
United Kingdom
www.netconstruct.co.uk

Claire Locker – Account Director
01937 545215
clairelocker@netconstruct.co.uk

Background

The Premier Paper Group is the UK's leading national independent paper distributor with 16 branches across the UK and a nationwide distribution network.

Goals

The previous website was dated and lacked some of the essential information customers needed. It didn't reflect Premier Paper's position within the market and, having grown up over the years without any restructuring, the site was large, unwieldy and made it difficult to find specific information.

The overall goal was to restructure the site to make it easier to use and to provide more relevant, industry-focused information.

Premier Paper has a very varied customer mix of industries including:

- Printers
- Stationers
- Government and Local authorities

The site needed to provide the right information to these customers with a direct route into it.

Another aim was to support the sales network with rapid turnaround for quotes and delivery. In particular, the print industry requires rapid specification, cost and delivery in order to meet tight production deadlines. The aim was to include technical information and specification against every product, with easy reference tables, to allow customers to review the information and locate the correct products quickly and easily, as well as a product filtering system to narrow down options.

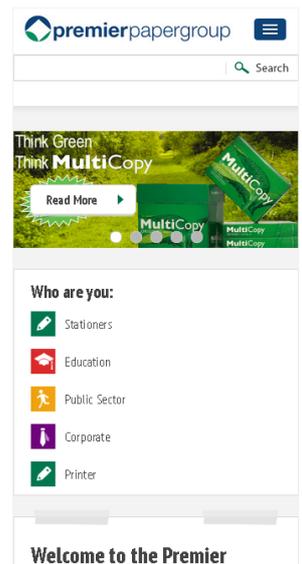
Other aims of the site:

- Facilitate online marketing campaigns
- Provide clear and effective sales support material
- Sector targeted initiatives
- Customer-focussed promotions and events
- Creative yet relevant concept and themes
- Showcase the company's environmental policies and initiatives

Challenges

The main challenges NetConstruct faced during the project were:

- Providing relevant information and promotions to each industry in the best way for each, with these being very different



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- Placing a large amount of technical information online and ensuring it can be quickly and easily accessed
- Promoting the group in a coherent and consolidated way while keeping access into individual divisions simple
- NetConstruct wanted the site to be responsive – accessible across all devices

Solution

NetConstruct created a product filtering system to ensure that customers can quickly and easily narrow down products according to the attributes important to them.

NetConstruct incorporated a second site filtering system into the design – Who are you? – which allows customers to select their industry, thereby directing them to an industry-specific landing page that provides relevant information, products and promotions.

Adding stock and technical information to the product pages allows customers to quickly and easily find information on the most suitable products without having to call the sales team.

NetConstruct built a fully responsive site that incorporates strong imagery and a clear user journey. They used widgets to provide flexibility within templates, ensuring a consistent theme without being restrictive. Campaign templates were set up to enable industry-specific landing pages to be created as well as a template for a clear and informative knowledge centre.

NetConstruct set up the site structure and templates in a manner that Premier Paper can easily bolt on the EMS in the future and provide a personalised user journey as well as set up automated marketing activities themselves.

Key criteria for choosing Kentico

- Future roadmap – ability to bolt on EMS and automated marketing
- Ability to bolt on e-commerce at a later date
- Flexibility of client content editing
- Cost compared to other CMS systems with similar functionality
- Stability and availability of a pool of UK partners

