

About WELCO:

Welco is a leader in providing workplace equipment throughout Europe. Offering over 40,000 products and equipment throughout its catalogues and website, Welco links to hundreds of top quality original equipment manufacturers at the efficient prices. Welco is part of the Brady Corporation (NYSE:BRC), an international manufacturer and marketer of identification products and industrial workplace solutions.

Business Challenge

Welco faced a number of challenges related to the performance of the website; SEO, site design and managing their online catalog. The site required a complete overhaul in order to provide a successful launch of the newest website. The Welco Magento migration had very aggressive timeline and was planned for completion in 2.5 months. Zeon successfully completed the project with Welco, a week prior to the planned Go-Live date.

Solution Delivered

Zeon assisted Welco with the site hosting needs as well as the completion of the website's migration to Magento's latest platform. As a part of the project, Zeon gave the website design a complete makeover. We worked on the data issues and helped set up the products in an easy to search and easy to browse online catalog. We were also able to integrate Endeca for the site's internal search.

Results and Value Adds:

- An improved SEO friendly site
- Simplified one-page checkout for both registered and guest shoppers
- Endeca search integration for more effective internal search
- Cleaner and intuitive design providing better user experience
- User friendly CMS for the business users which provides them better control on the site content

Value Add: Welco had 30% of their average monthly sales in one day!



Technology Used



Client Testimonial

I've been onto the site and am really pleased to see it Live and ready for Welco customers to use – a really great thirtieth birthday present for me! It's been a really quick turnaround and represents a great effort on everyone's behalf – the hard work starts now! Thanks again for everyone's effort and input into this project and well done to the Zeon team for a great e-com site" "Site looks great! Just wanted to say big thanks to you & the team for all the hard work - def worth all the effort. Please also pass on my congrats to the guys in India - they've done a great job!"

Dan Cure (Internet Marketing Manager, Welco)