



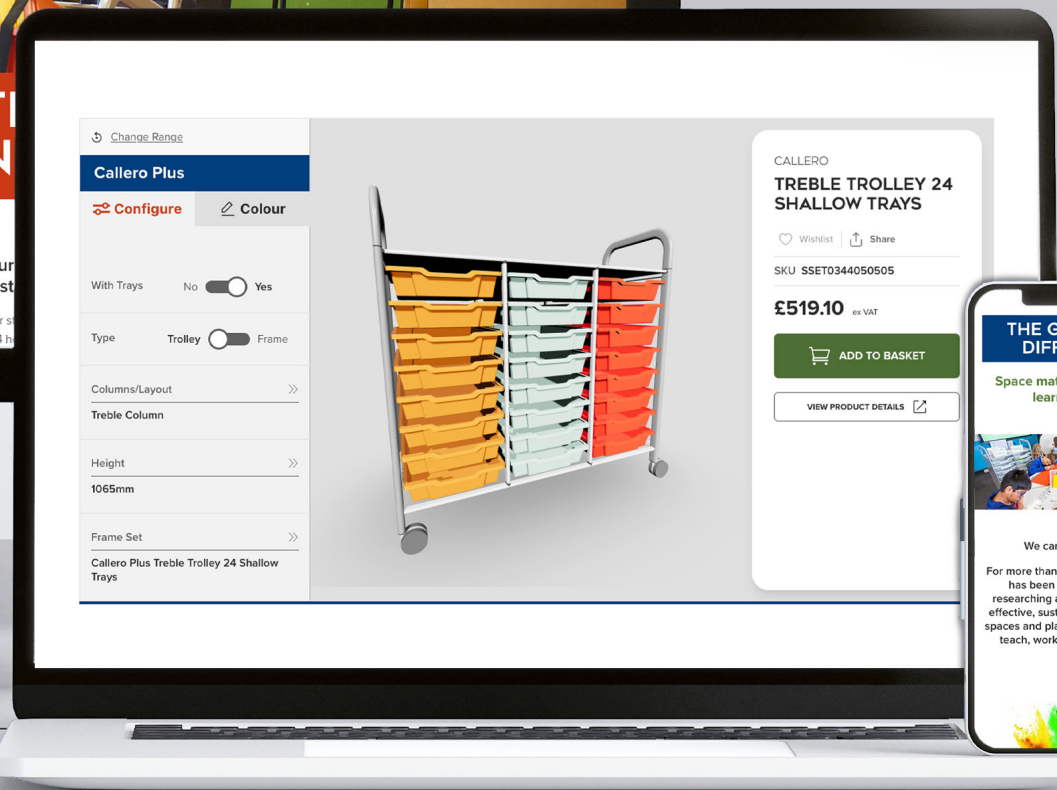
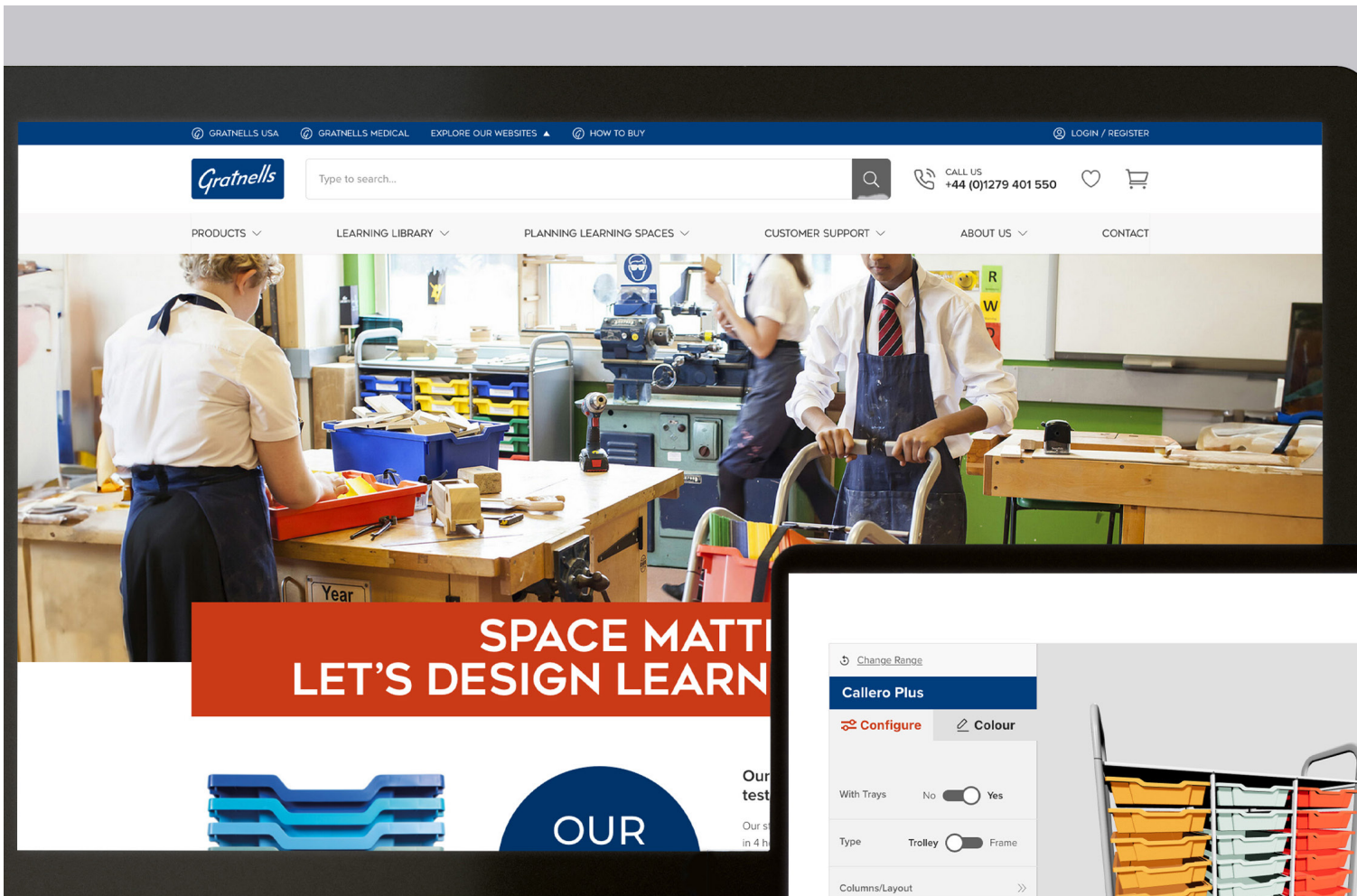
FELLOWSHIP



# WOOCOMMERCE WEBSITE FOR GRATNELLS

**Sector:** Manufacturing    **Employees:** 50 - 100    **Client Contact:** Marketing Team

Founded over 50 years ago, Gratnells is a world leading manufacturer of innovative storage solutions, operating in over 70 countries. Its products are particularly popular with schools and other education establishments.



## THE OBJECTIVE

Historically, Gratnells has created new sites for its products and brands, separate from its core website. This led to inconsistencies in brand style and required substantial admin and management time.

Gratnells commissioned us to build a bespoke WooCommerce website that consolidates all their product information, support documents and 3D models into a single, user focused experience.





## OUR SOLUTION

We carried out a detailed SEO audit and content review of the existing sites, focused on creating the ideal experience for Gratnells' trade customers and end users.

Then we migrated content from three sites into one WooCommerce website, including data for c2,600 products.

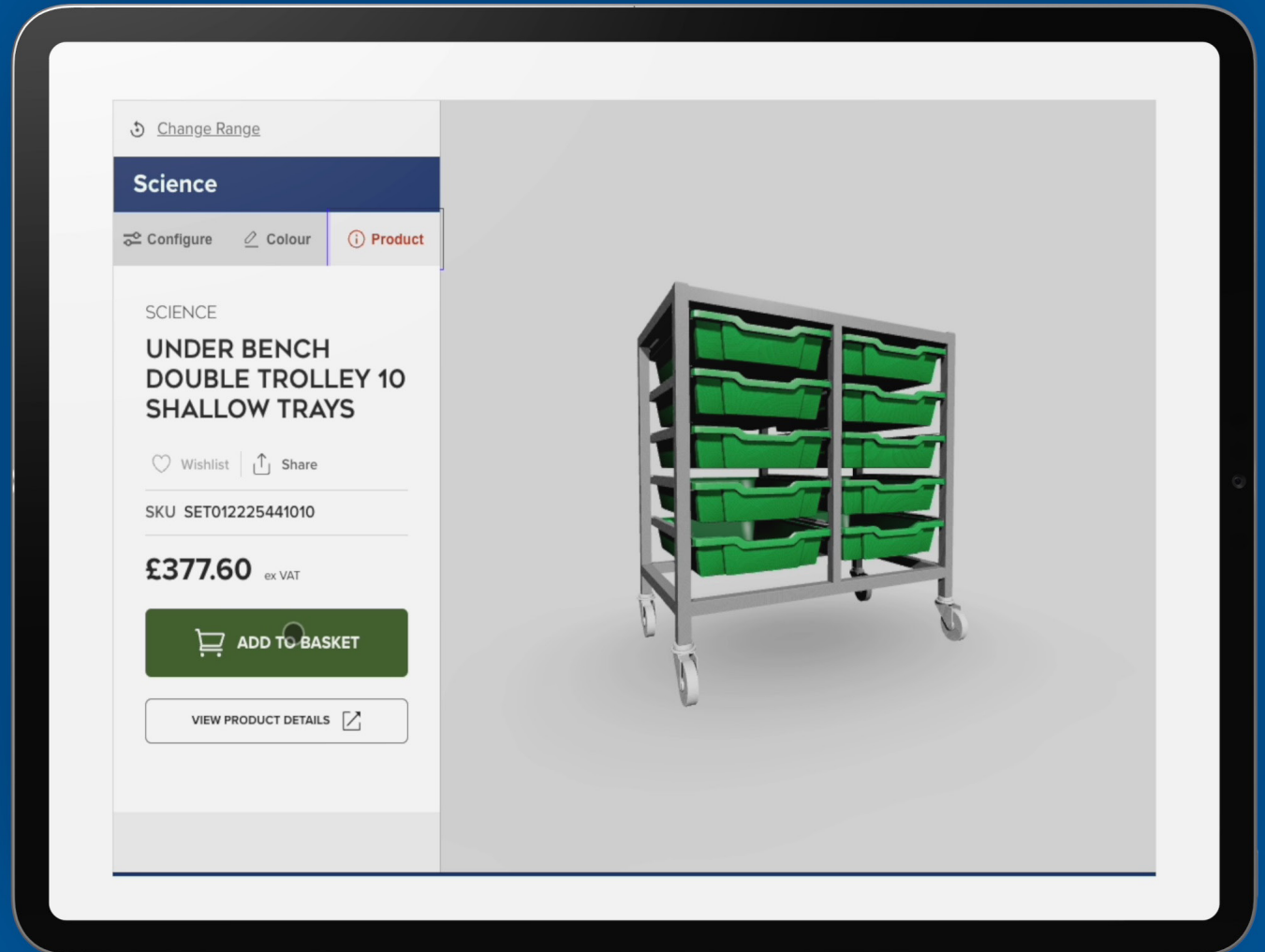
A key priority was to make it easy for users to find the products they want and configure them to their specific needs.

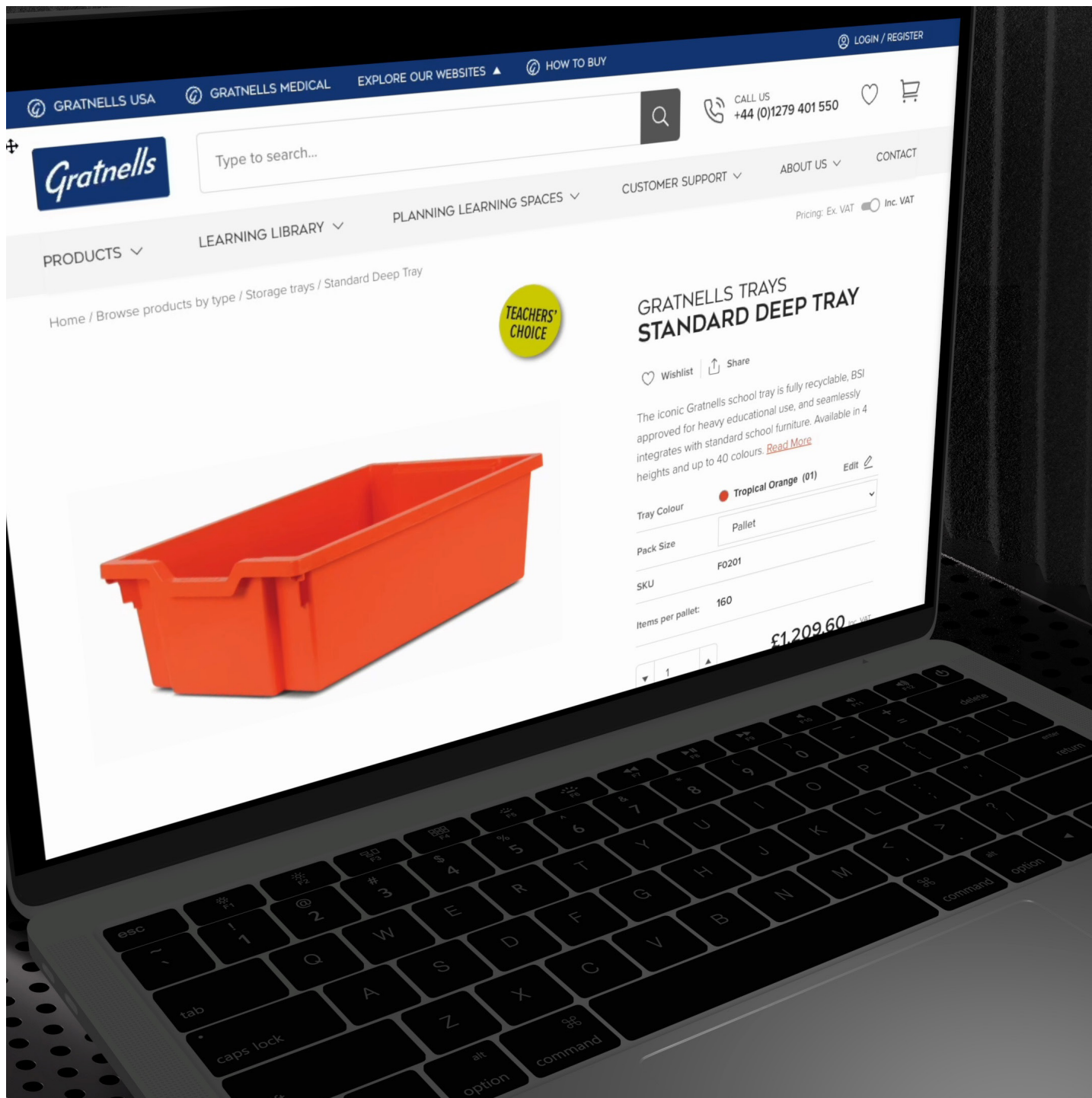
### 3D product configurator

We built a bespoke 3D product configurator that uses the migrated data to build an interactive product database.

Users can build their ideal product using a dynamic, 3D model that updates according to their chosen colours, heights, columns, etc.

Filters and customisation options reference the product attributes, generating the relevant product code, price and ability to buy online.





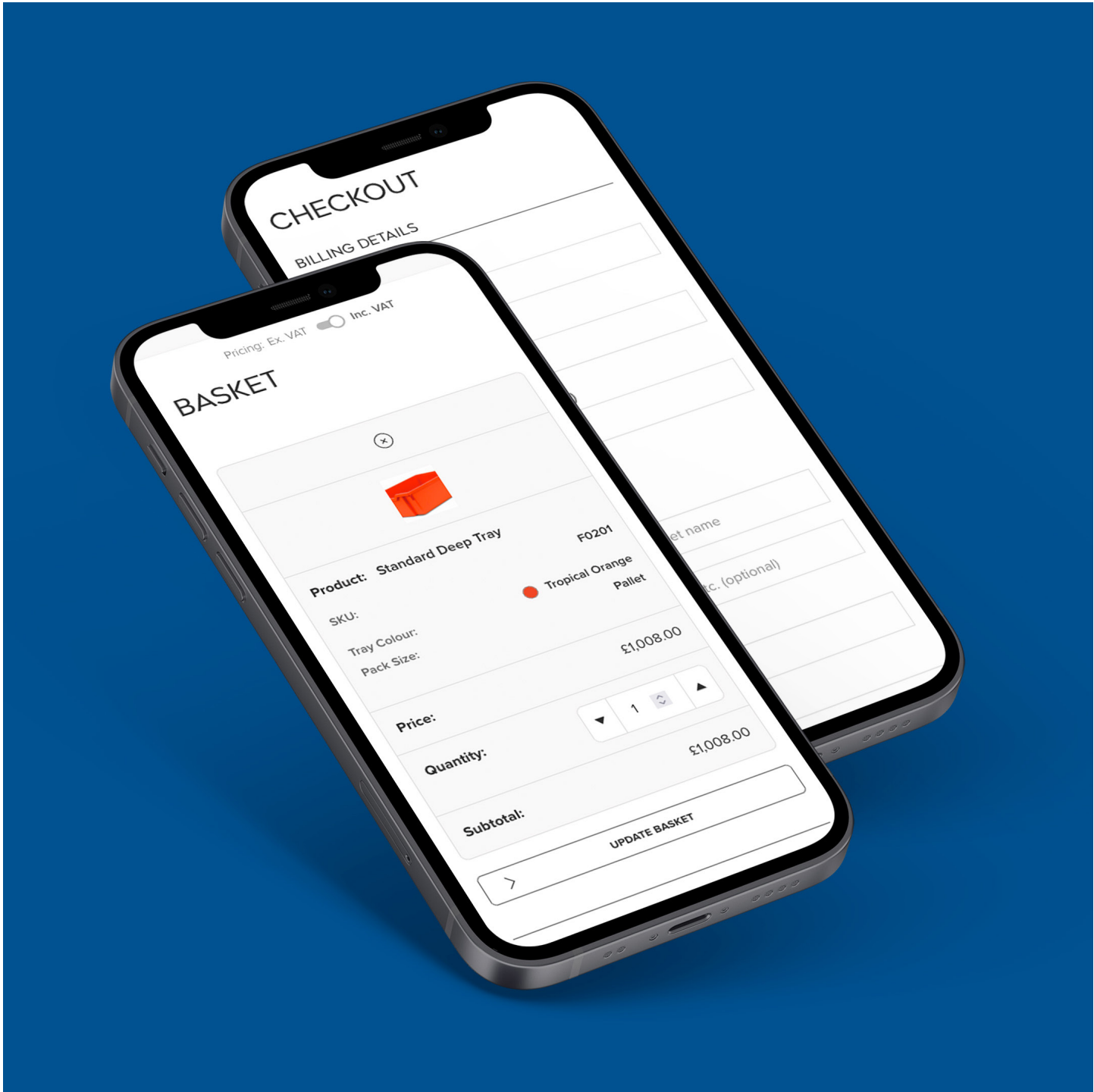
### Cross referencing and linking

A major part of the project was to cross link the migrated content. Product detail pages had to be cross referenced with support documents, testimonials and case studies.

## Elastic cloud-based search

Given the global reach of the new website, we needed a robust and scalable search tool to meet the demands of a growing user base. We chose Doofinder's smart, AI powered search engine.





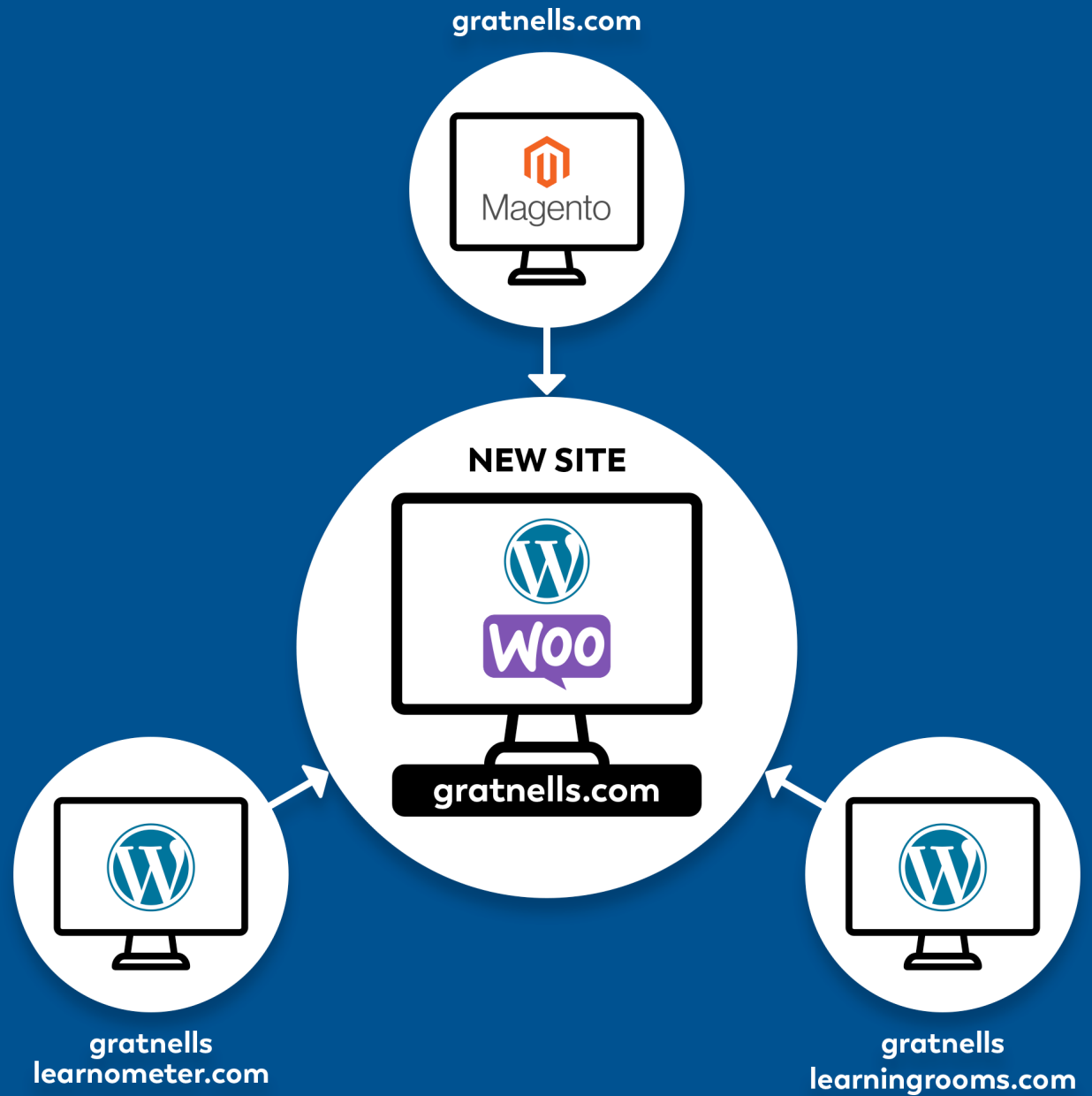
**Superfast order handling**

By using the latest WooCommerce tools, we were able to make the new site handle orders up to 10x faster than traditional WooCommerce stores.



### Structured resources area

Gratnells had three separate websites dedicated to specific resources. We consolidated the content from these sites into a new, structured Learning Resources area with a comprehensive product hierarchy.



[trays@gratnells.co.uk](mailto:trays@gratnells.co.uk)

<https://www.gratnells.com>

Gratnells





## GRATNELLS TRAYS > STANDARD TRAYS

# STANDARD DEEP TRAY






PRODUCT CODE: F02

The iconic Gratnells school tray is fully recyclable, BSI approved for heavy educational use, and seamlessly integrates with standard school furniture. Available in 4 heights and up to 40 colours.

### Key features

-  BSI tested and passed for heavy educational use
-  Fully recyclable
-  All Gratnells Standard trays fit standard school furniture
-  Lids and inserts available
-  Scratch resistant
-  Anti-static additive - protection from dust contamination
-  Anti-fade colour protector
-  Lifetime guarantee

### Educational benefits

-  When conducting a mini-experiment or demonstration, the tray safely keeps all chemicals contained and prevents contamination of the work surface
-  Useful for storing chemicals on shelving ensuring any leakages are contained
-  Students can select pre-prepared resources from trays, taking responsibility for their learning
-  Equipment can be sorted and transported around the learning space with ease, preventing lost learning time
-  Chemically unreactive polypropylene & Semi fire-retardant at 0.22mm per min



### Dimensions and specification

Tray dimensions (mm)	H 150 x W 312 x D 427
Certification	Pallet
Delivery method	0.92
Product weight	Bulk
Assembly method	160
Pack Size	

### Tray colors



There are 14 best-seller colours available in packs of 6 but trays also are available in other exciting and stimulating colours.

We even have trays to match the national curriculum colours, so there's a tray to complement every classroom. Whether it is chemicals, worksheets, stationery, or robotics kits that need housing, a Gratnells tray is the solution.

**View overleaf to see all available colours.**

GRATNELLS TRAYS > STANDARD TRAYS STANDARD DEEP TRAY

Last Edited: 01/12/2023  
Gratnells Ltd, 61 Moorway Way,  
Marlow Bucks, MK20 2BU

## Dynamic product datasheets

Many visitors to the site download and print product datasheets for use elsewhere. On the previous site these went out of date quickly.

We solved this problem by generating these PDF datasheets automatically from the product information on the website. The datasheets are now updated as and when the products are. They're also optimised for easy printing.

## THE RESULT

Gratnells now have a scalable E-commerce website focused on helping their customers find the right products, with the customisation and features they need.

Within 3 months of going live the site has achieved a 31% increase in visitors and a 42% increase in engagement.

View the [website here](#).

*“ A huge THANK YOU for designing and building our new website and helping us smoothly transition away from Magento. The new product configurator has made it easier for our customers to explore our extensive storage range and select their personalised choices. Our collaboration with Fellowship has been exceptionally positive and I am looking forward to working with the team again to integrate our new Product Information System and design our US website.”*



### LYNN CORRIGAN

Head of Marketing, Gratnells

## WEBSITE FEATURES

3D product configurator

Cross referencing and linking

Elastic cloud-based search

Superfast order handling

Structured resources area

Dynamic product  
datasheets

Comprehensive product  
detail pages

## RESULTS AFTER 3 MONTHS

# 31%

### INCREASE IN VISITORS

# 42%

### INCREASE IN ENGAGEMENT



**FELLOWSHIP**

## LET'S WORK TOGETHER

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[fellowship.agency](https://fellowship.agency)

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**BUILDING BRILLIANT BRANDS  
AND WEBSITES**



**Dev Agency of the Year**  
(medium size)

