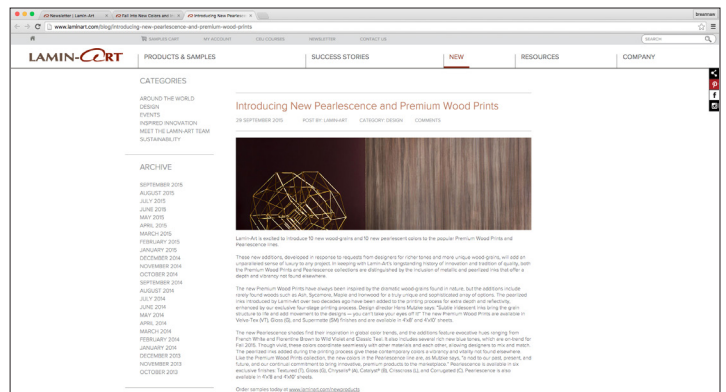
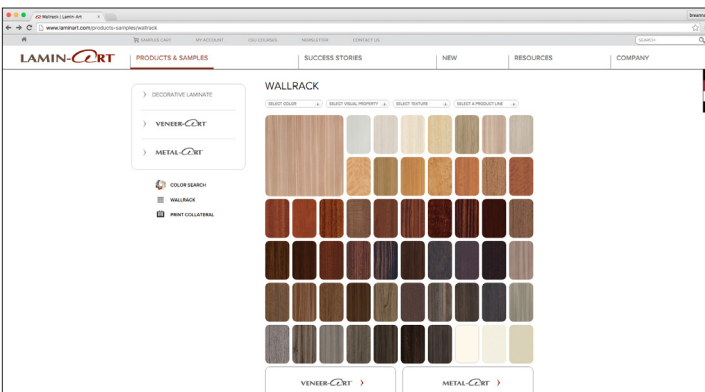
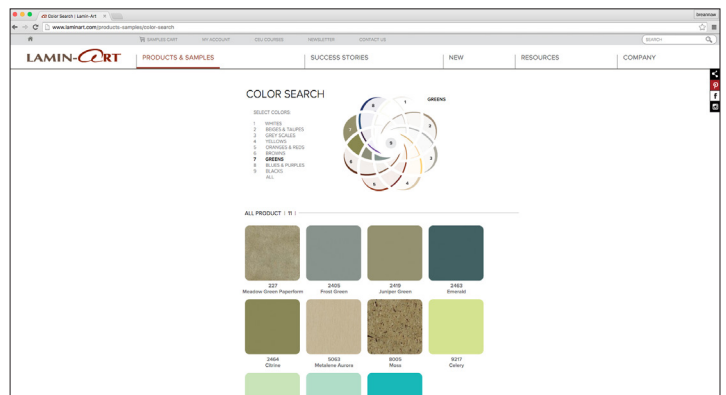
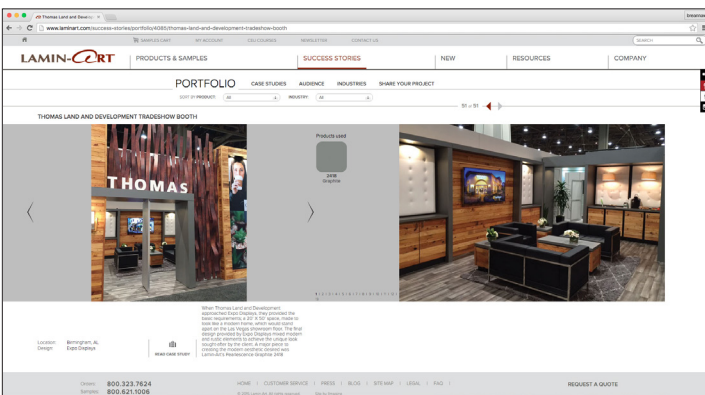
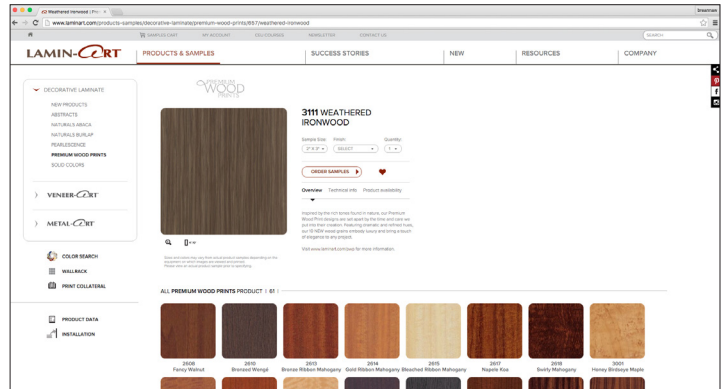
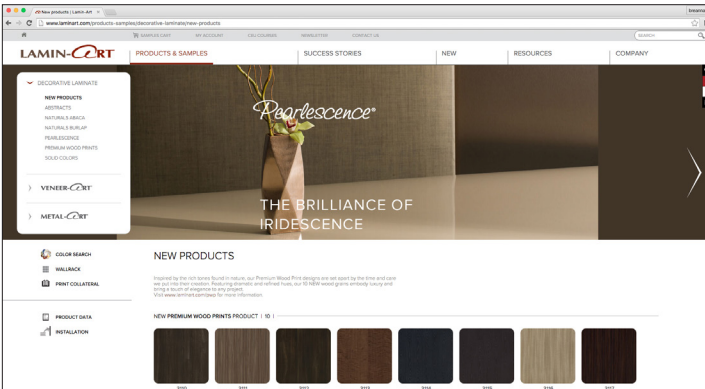


THE PROJECT

After an in-depth analysis of the existing Lamin-Art website (www.laminart.com) and eight months of research, design and development, IDM Brand developed an engaging, intuitive, visually stimulating website that included the following components:

- Conducted a study among current customers to understand usability and identify areas for improvement.
- Developed in-depth site architecture.
- Developed Content Management System (CMS) to let employees and other contributors change content when necessary, while using a standard web browser and user-friendly interface.
- Coded front-end of the site (HTML5, CSS3, JavaScript, PHP).
- Back-end programming to manage content from the Salesforce database files systems.
- Ensured simple navigation for users, who can now search the entire collection by color.
- Helped cross-promote collections with complementary suggestions for each product design.
- Included interactive elements like expansion buttons for more product information and a favorite button that allows visitors to highlight collections and designs they like.
- Developed a wall rack feature that is an exact replica of the physical wall rack found in A/D design libraries.
- Integrated social media and added blog feature.



RESULTS

“Congratulations on the website. It looks fabulous and works great! I had been wishing for that for so long.”
—Marketing Director, Stephanie G.

“The new site is beautiful and very easy to use. Your team has done a fantastic job.”
—Vice President, Matthew K.

“The new Lamin-Art website is visually appealing and very effective. It’s perfectly representative of the high-end position Lamin-Art holds in the architectural and design world.”
—Designer, Virginie B.