

Provided an Ecommerce Edge for An Industrial Retailer

Mercury New Media developed and implemented an ecommerce site with full product presentation, complex sales features and extensive management tools that allow Gator Industrial Cases to successfully conduct online business

Product descriptions include multiple levels of categorization, detailed item descriptions and appropriate up-sell and cross-sell items. Since product purchases take place via partner Web sites rather than directly through Gator, site visitors are immediately taken to the manufacturer's site from which their purchase will ultimately take place.

Mercury New Media's Silverware Commerce application offers store management and reporting tools with an easily navigated administration area. Promotional, up-sell and cross-sell settings are easily managed, as are payment settings and shipping policies. Use of additional Silverware modules enable the creation of bulk email marketing campaigns.

Features also include a full site search and online forms that record requests for information (RFQs), product warranty and registration information in a database then email the appropriate Gator personnel.

With careful analysis of company attributes and the determination of site needs, Mercury New Media was able to create a fully functioning and visually appealing ecommerce site that offers Gator Industrial the edge on the competition in the industrial cases arena.

“Our objective was to not only build a web presence, but to create a platform for ecommerce that will support feature-rich web projects down the road. The team at Mercury was fully on-board, responsive and expertly skilled. Their dedication greatly influenced the success of the project”

Casey Keough, Product Development Manager

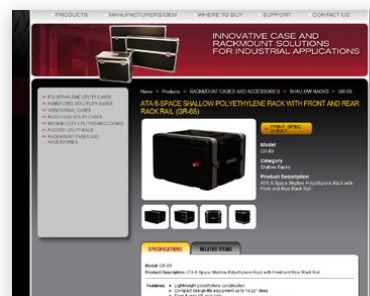
Results

- Establishes complex sales capabilities with full visual appeal
- Provides user-friendly customer interface & extensive product information
- Easily and accurately generates records of customer accounts

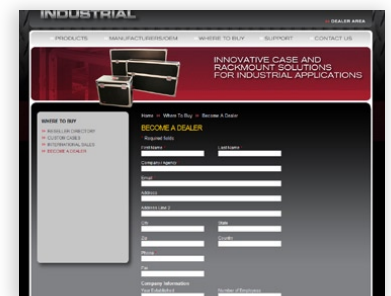
GATOR INDUSTRIAL CASES



The home page offers preliminary product information and visually appealing photographs.



Individual product pages contain full technical details and multiple photographs.



An online form makes contacting or becoming a dealer easy.

gatorindustrialcases.com

Gator Industrial Cases provide high quality, innovative solutions for the toughest Industrial, Commercial, and Government/Military users. Offering the broadest range of stock product and original equipment manufacturing capability, Gator Industrial provides outstanding value and service to its customers. Gator Cases offers a turnkey solution for all packaging and case needs for original equipment manufacturers. The design and product development team have over 30 years of experience with designing and producing the perfect solution to meet each individual manufacturer's specific needs.