



WebPac Delivers High Quality Web Solution on Time and on Budget

Quadpack is a rapidly expanding packaging company with locations all around the globe. As part of their growth plans Quadpack wanted to gain a competitive advantage through their web site www.quadpack.net to market their business.

Quadpack chose to work with WebPac because of WebPac's passion for delivering web based solutions. WebPac had previously demonstrated credibility in delivering high quality solutions on time and on budget.



"As one of the fastest growing companies in packaging supply we want to maximise the potential of online solutions; WebPac with its extensive knowledge of the packaging industry and state-of-the-art technology was the ideal partner."

Tim Eaves, Quadpack Director

The "Pilot Phase" saved time and money by planning properly before building

Any serious web project requires a lot of thought and planning before starting with development. Quadpack worked closely with WebPac during a two month "Pilot Phase". The Pilot Phase saves time and money by thinking before building.

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Mapping out all aspects of the solution including **creative design**, **functional design** and **technical design** makes the development phase a smoother and more efficient process.



During the pilot phase WebPac worked with and listened to Quadpack people to identify the target audience and to outline a solution that would appeal to them. Pilot phase deliverables included an overall site architecture including graphic design and sample pages. At the end of the Pilot Phase, Quadpack knew exactly what they wanted and how it was going to look – at which point WebPac could start the development. Quadpack did not waste any time or money developing something they did not want or need.

A demanding list of core project deliverables were defined – but the efficiency of the WebPac solution meant they were possible within the available budget and proposed timescale.

- The design should follow Quadpack's corporate guidelines, style and imagery.
- The pages should maintain a consistent navigational structure – with individual pages varying in design and layout.
- The links to pages should be clean and descriptive.
- The web site should work on any web browser and meet the appropriate web standards.
- The site should be optimised for the search engines (Search Engine Optimisation).
- The site should clearly guide the user to the appropriate local country office.
- The site should be scalable for the future with the possibility of adding/changing sections without causing disruption.

- A central catalogue should be used for publishing country specific catalogues.
- The site should be searchable by keyword and the catalogue searchable with parameters.
- Multi-lingual sites should be possible if required.
- A test site should be available for testing changes before publishing them live.
- The site should be portable allowing it to run on any web server.
- The web site should be publishable to CD-ROM or to a USB Memory Stick.
- Data from the SAP/ERP system should be linked where required.
- Changing the content should be easy for a non-technical user.
- Enquiry forms should be captured into a database as well as routed to an email address.
- Behind the scenes management software should be easy to use and completely accessible via the web.
- Email marketing facilities should be integrated.
- Full web site statistics should be provided.

A “Micro-Site” architecture makes sure the web site is future proof

A micro-site is a ‘mini’ web site within a web site focussing on a specific topic and only showing information relating to that topic. Quadpack’s company structure meant a logical separation of local country micro-sites and an overall corporate micro-site.

- **Corporate** <http://www.quadpack.net/corporate/>
- **Australia** <http://www.quadpack.net/australia/>
- **France** <http://www.quadpack.net/france/>
- **Germany** <http://www.quadpack.net/germany/>
- **Italy** <http://www.quadpack.net/italy/>
- **Spain** <http://www.quadpack.net/spain/>
- **Turkey** <http://www.quadpack.net/turkey/>
- **UK** <http://www.quadpack.net/uk/>

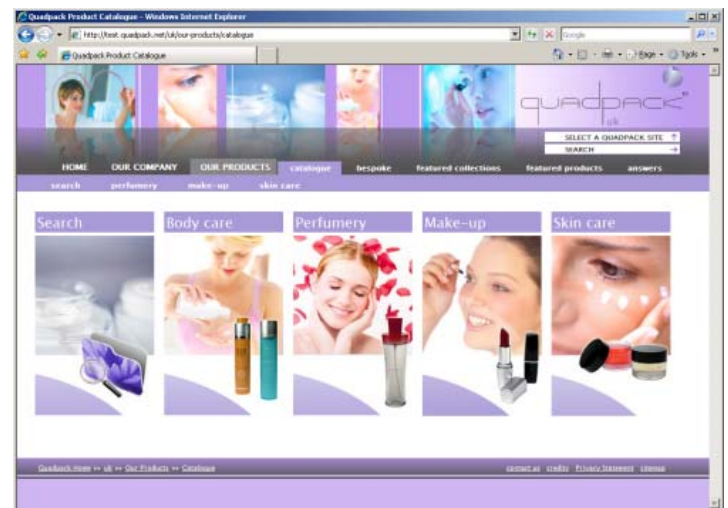
The home page (<http://www.quadpack.net>) provides simplified navigation to the micro sites – and once in a micro site it is easy to get to the other sites. It is easy to add a new micro-site in

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the future if for example Quadpack add a new local office. The micro-site architecture allows Quadpack’s web site to grow gracefully in the future without the need for a major redesign.

The navigation of thousands of pages of content is made simple and easy

Each local country site uses a consistent navigation scheme to clearly locate the position/page in the web site. Tabbed options flow from left to right with an initial choice of ‘company’ based info or ‘product’ based info.



Is you click on the options in the menu, the web site page link (or URL) follows the clicks logically.

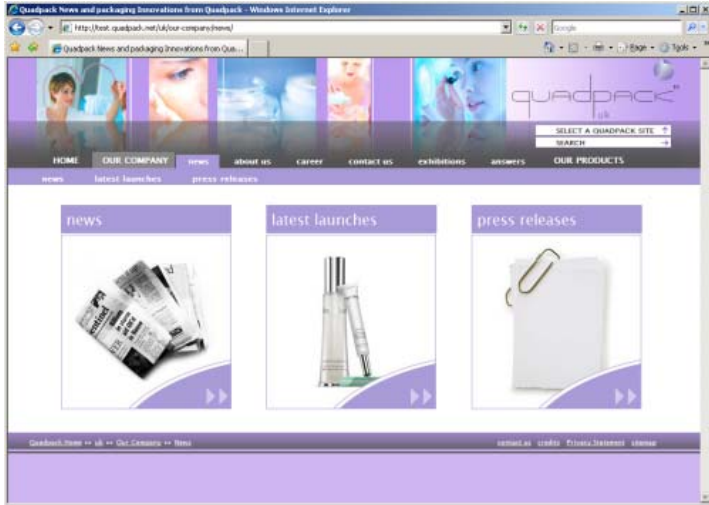
Clean link example:

<http://www.quadpack.net/uk/our-company/news/press-releases/>

This makes it easier for the user to see where they are in the web site and is self explanatory if sent in an email. It is also very useful for the search engines to index a particular page. A simple “site map” is also available to guide the user to the correct location.

WebPac's passion for the web comes to surface through the use of high quality graphic design

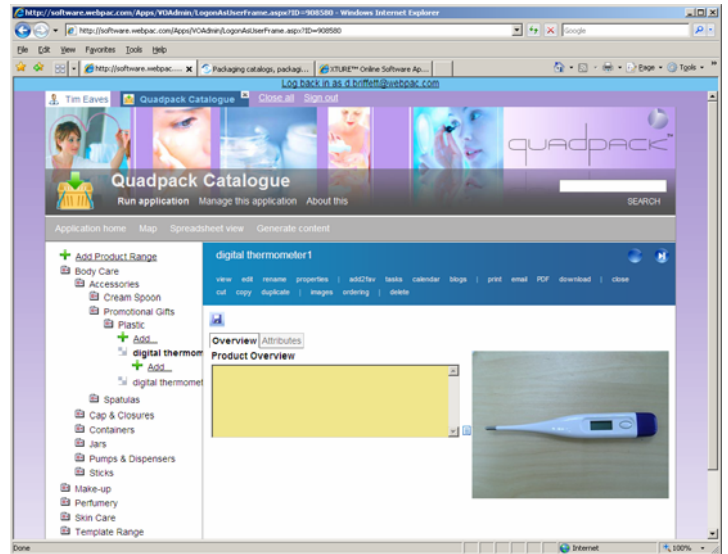
The main content of all pages fits into a letterbox widescreen shape in the middle of the screen. This is designed to be pleasing to the eye as a widescreen layout naturally fills a person's peripheral vision. It also gives a blank canvass for each page design without getting disturbed by options down the left.



Links to important sections have been enhanced with the use of imagery to create an overall multimedia navigation feel with roll over effects. The site follows a consistent header/body/footer layout simplifying the experience for the user.

Changing the web site content is easy for non-technical users

Behind the scenes online software tools enable Quadpack people to manage and update a central product catalog database as well as other databases of information that link into the web site. WebPac's web based catalog software manages hundreds of different products and ranges that are then published to the different Quadpack regional micro-sites where applicable. Information is fed to the database from sourcing staff around the world, including Asia – allowing local country managers a simple click option to include product data in their web if appropriate.

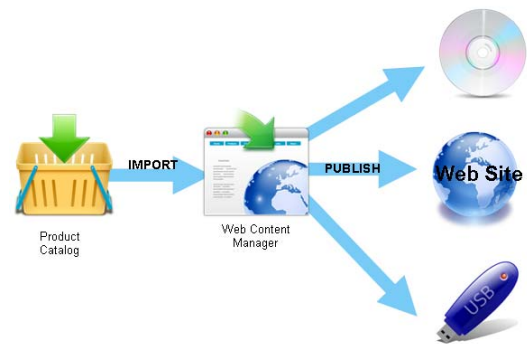


WebPac's Product Catalog Software

Through WebPac's web based online software it is easy for Quadpack people to change and manage their web site content without having any knowledge of the web language html. In fact Quadpack do not have to worry about any of the technical aspects as WebPac takes care of everything technical.

The site is published to static web pages so that it runs fast and can be easily put onto a CD-Rom

The Quadpack web site uses WebPac's online software to manage the web content and pages. The content manager application pulls in data from the product catalog (and other database applications) to generate the web site. The site can then be published to a CD-Rom or a USB Memory Stick as well as to www.quadpack.net.



The site captures enquiries automatically into an online marketing contact database

The WebPac online software suite contains a completely integrated mechanism for capturing user information from the web site into an online contact database. Contact data can be downloaded to Excel and used direct in the online eMail marketing tools.



The contact database and email marketer complete the suite of integrated online marketing applications and are available on demand to authenticated Quadpack users via a simple web based interface.

Quadpack were thrilled by the business generated by WebPac's solution

By having a cleaner, clearer communication of all Quadpack product information customers were able to find relevant information quicker. Customers were also made more aware of the new and exciting things Quadpack are doing.

From web site launch the search engines rapidly picked up on the changes to the web site and indexed thousands of pages. These pages mean that the Quadpack web site is now getting traffic from the likes of Google free of charge. That traffic is potential customers and is turning into orders.

Quadpack's web solution means they are beating their competition when it comes to online marketing. The project was both an internal and external success.

WebPac *passion for the web*TM

Why is WebPac different?

- WebPac specialises in designing high quality web solutions for packaging suppliers on time and on budget.
- WebPac is passionate about the web.
- WebPac's customers are thrilled by the business generated by WebPac's solutions.

Contact us and we can show you how to get maximum results from your web solution.

The image shows a business card for Duncan Briffett, a representative of WebPac. The card features the WebPac logo in the top right corner. The contact information listed is: Office +34 915 590 901, Mobile +34 629 053 586, and email d.briffett@webpac.com. The website www.webpac.com is displayed at the bottom of the card. The card has a blue and white color scheme with a wavy graphic at the bottom.