

MERCHANT
Macfarlane Packaging

PROFILE
Leading supplier of packaging products in the UK

CHALLENGE
Update a static website to a flexible, customer centric, eCommerce website

SOLUTION PARTNER
Crimsonwing

MARKETS SERVED
United Kingdom

URL
www.macfarlanepackaging.com

The Problem

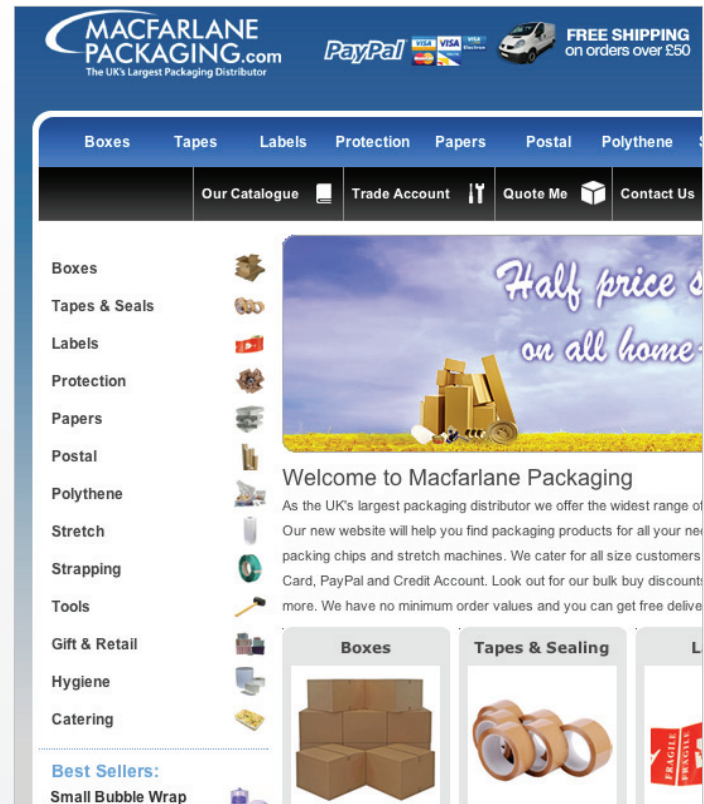
The international eCommerce specialist Crimsonwing has delivered an eCommerce solution for Macfarlane Packaging based on Magento Enterprise. This upgraded site provides a multitude of new features, an enhanced user experience and seamless integration with other systems. The new platform cares for Macfarlane’s business needs with a function-rich solution, allowing them to react faster to customer needs.

The new Magento platform cares for Macfarlane’s business needs with a function-rich solution, allowing them to react faster to customer needs.

The Challenge

Macfarlane is the UK’s largest packaging distributor offering the widest range of packaging solutions. Their initial online presence was a custom, static eCommerce website. As their online business became a higher priority so did their need for increased functionality, a fresh design and the ability to react quickly to customer needs. Macfarlane had to make the choice between investing in a best-of-breed eCommerce product and making a significant investment in development of their existing infrastructure. Macfarlane needed an eCommerce platform that could completely serve their needs today and continue to meet their requirements as they expand and grow. After careful analysis, Macfarlane selected Magento Enterprise as their platform of choice.

To implement their new website Macfarlane chose Magento Solution Partner Crimsonwing, due to their knowledge and expertise of not only implementing and customizing Magento, but also because of their ability to integrate the new solution with Macfarlane’s existing back-end platforms, including real-time integration with the ERP system (ASW) and their custom CRM software. “We are pleased to have a flexible and progressive solution for our eCommerce site. Having benchmarked a number of products and service providers, we were excited to introduce and integrate both Crimsonwing and Magento as our strategic solution for our eBusiness going forward,” explained Mark Selby, Macfarlane’s Director of eCommerce.



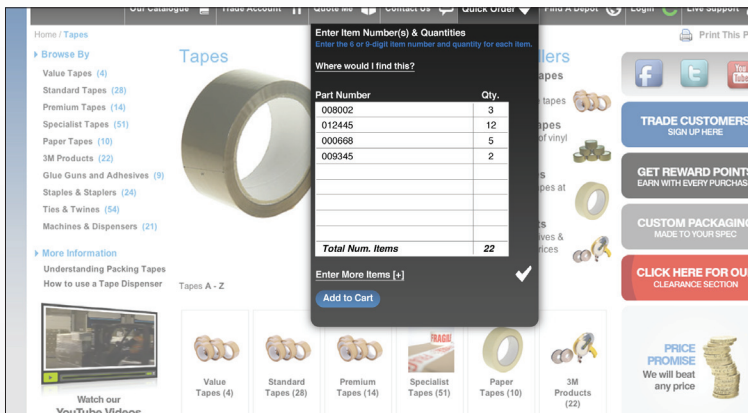
The Solution

Crimsonwing provided a number of functional enhancements in addition to many out-of-the-box features of Magento Enterprise. The new solution delivered an improved look and feel that supports the Macfarlane brand, provides effective merchandising and up-sell capabilities as well as enhanced Web 2.0 features, layered navigation, single page checkout and rich customer facing functionality.

According to Mark Selby, “What we had to understand was that this was not a ‘new coat of paint’, this was a ‘new build’ and we didn’t even have an architect’s plan! Planning was everything. We really enjoyed the open source strategy with Magento. The fact that a community of users and developers of similar expectations were delivering solutions that could easily be adopted was inspirational.”

The Magento solution includes tightly coupled integration to Macfarlane’s line of business systems, and has been designed to support both Macfarlane’s B2B and B2C customers. The solution includes customer specific pricing, real-time integration with their back-end ERP system, advanced customer service via live chat and call back functions.

“As with all projects, requirements and expectations change. What was good about Crimsonwing was their ability to manage change, while maintaining a clear definition of the end goal” said Selby.



The site also offers enhanced promotions to address their objective to increase customer loyalty. And a new content management system (CMS) simplifies administrative processes for the Macfarlane staff.

The new solution delivered an improved look and feel that supports the Macfarlane brand, provides effective merchandising and up-sell capabilities as well as layered navigation and single page checkout.

David Simonds, Crimsonwing’s Project Manager, said, “By using a combination of Magento and Crimsonwing, Macfarlane gains access to an extremely cost-effective business solution. Crimsonwing provides a wealth of expertise in eCommerce solutions, specializing in projects requiring complex integrations. The new store will offer an extremely flexible online solution for Macfarlane for years to come.”

The release of the web store is the first phase within Macfarlane’s overall online business strategy. Further improvements will follow, including increased use of up-sell features, enhanced usability for CSR’s and increased functionality between the back-end systems and Magento.

The site usability was enhanced, particularly in regards to navigation, where improved site taxonomy supports layered navigation, which means customers now find their products faster. With single page checkout functionality Macfarlane has reduced the order processing time for customers and enhanced the customer shopping experience.



Crimsonwing is an international IT solutions provider, developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for eBusiness, ERP and Custom Development, and is a growing, profitable and publicly listed company, employing 230 people. Crimsonwing have one of the largest Magento practices in Europe, with circa 40 staff deployed on Magento Enterprise projects across the UK, Netherlands and Malta.

Macfarlane Packaging Ltd., part of the Macfarlane Group, is the leading UK distributor of packaging serving the UK and European markets through 17 regional distribution centres. The company provides a full packaging solution to their customers including consulting on client needs, right through to design, producing and distributing packaging and labels to customers across a wide range of industry sectors.

Magento is the fastest growing eCommerce platform with over 225 solution providers, merchants and brands worldwide and a host of Industry Partners that create applications and extensions for the Magento platform. Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Magento is dedicated to the mission of enabling the eCommerce ecosystem.