CASE STUDY

ALU·LIDS

PROJECT

Alu-Lids operates in the packaging industry and is a leading provider of aluminium lids for the largest cosmetic companies in Poland. The company was founded in 2001 in Wrocław.

The aluminium lids seal jars made from: PP, PS, PVC, PET, PE, PET-G and glass. They are applicable in the cosmetic and food industry.

The business relies largely on exports. The key markets for the company – in addition to the Polish one – are: Germany, Britain, Russia, Spain and Italy.

The company regularly establishes new business relations participating in trade fairs and trade missions.

CHALLENGE

One of the main channels through which Alu-Lids reaches its customers is the website.

The problem was that a while ago the company website did not fulfill the client's expectations. It used to be a static site, which prevented our client from managing its content freely. Moreover, it did not feature all the desired language versions (a separate version for each key market).

What is more, the website was repetitively infected with viruses, and the contractor who had developed the site refused to support our client because their warranty expired. Then the client decided to turn to MSERWIS for help.

A L U · L I D S

IMPLEMENTATION

We worked closely with Alu-Lids to define their needs and expectations, so that we could create solutions that would be fully satisfactory for our client.

Due to company's major operations in foreign markets we were looking for a simple way to re-launch their site in all the desired languages and to help the company reach their potential customers abroad.

We wanted to avoid launching 6 different websites because it would be very inconvenient for the client, who wishing to make changes to the website would have to do so in six different systems. We considered using the Wordpress software but the most popular extension of the Multi Site at the time did not support multiple domain names (only subdomains), which effectively ruled out this solution.

To meet the client's expectations and facilitate his management of all the language versions from a single administration panel, we finally suggested adjusting our own CMS system so to support multiple domain names.

For each of the 6 language versions a separate Internet domain was created, all with national extensions (for each country respectively). Each language version has also been optimized for search engines.

All the domains are hosted on the same server. Before displaying the website's content our CMS system recognizes which domain the user is using and displays the right language version of the site that the user wishes to see.

Close cooperation with the client made it possible to define their expectations quickly and choose the right tools.

RESULTS
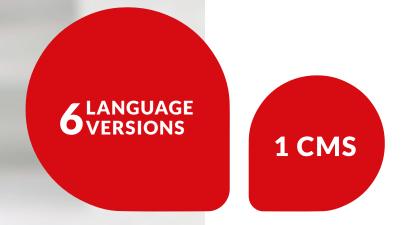
6 FULLY FUNCTIONAL LANGUAGE VERSIONS

ONE ADMINISTRATION PANEL

SIMPLE SITE STRUCTURE

MORE

RESULTS

MSERWIS.PL
NARZĘDZIA DLA E-BIZNESU

6 LANGUAGE VERSIONS

1 CMS

With the suggested and implemented solutions we managed to create 6 fully functional language versions of the site. Our client is now able to make changes to each of them easily, using a single administration panel, which means incredible time savings for the client. A simple site structure also enabled its quick implementation.

A major advantage of using a modified version of our own CMS system was also the fact that the client had already been familiar with our CMS in its previous version, so they were able to learn quickly how to use the new system.

Creating a separate language version for each of the key markets resulted in an improved positioning of the company in foreign markets and reaching more potential customers.