

: CASE STUDY – RESTYLE

www.novoferm.be

About Novoferm »

The Novoferm Group is a leading company in Europe for innovative and high-quality products in the area of doors, garage doors, frames and operators.

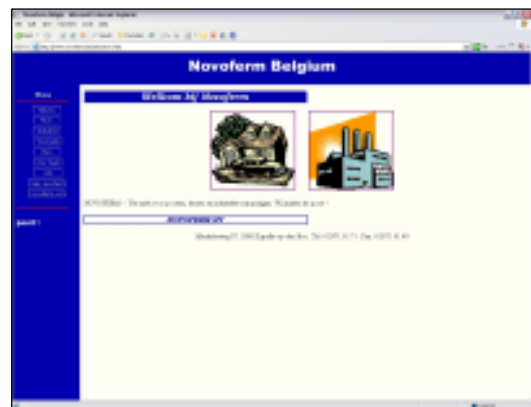
Since 2003 the Novoferm group is a member of the Sanwa Shutter Corporation in Tokyo, which is by far the world's market leader in this line of business. Novoferm is represented in Belgium by Feryn N.V.

The project »

Novoferm Belgium, represented by Feryn N.V., contacted Aerts Webservice to restyle their out of date existing website who did not represent anymore what they did and the dynamic approach of the team.

Before »

The old website consisted out of static information together with a difficult to navigate menu structure. The pictures on the website did not really represent Novoferm's business and where not attractive enough to convince visitors about the strength of the Novoferm team and products. The website was difficult to maintain and got out of date really quick.



What services did they choose »

Feryn N.V., has an external webserver running, hosting various websites of the company such as Feryn, Feryn Dakar Team, Feryn Pijl, Feryn Festival. Also the e-mail was hosted on the same server and together was decided to only restyle the website and to not move the hosting and e-mail space just yet. The company could give us the web server FTP details so we could easily access the current website infrastructure and start the rebuilding. We also have foreseen a newsletter subscription form to start



harvesting e-mail addresses of interested visitors. After a while, when the database will have reached a certain number of subscribers, Feryn N.V. can start using e-marketing tools to announce new products. The updates will be performed by Aerts Webservice and not through the CMS as the web hosting remains with the previous provider.

After »

A complete new fresh design was created using the brand (colors, logo, ...) in a much more appealing way. Various Macromedia Flash effects were used to give the site a modern look and feel. A newsletter subscription form is integrated, directly linked to the e-marketing account database and the preparation for a dealer intranet has been setup.

About Aerts Webservice »

Aerts Webservice is a leading Belgian web agency offering various multimedia, communication and technology solutions for medium sized companies (1-50 employees). Aerts Webservice offers its online service thru www.xforce.be, their online brand name. They are specialized in Web design, Web applications, e-Commerce solutions and Information Technology. For development they specialize in open source web standards such as PHP and MySQL databases. Aerts Webservice is member of Feweb and Pi-Group, the 2 leading Belgian organizations for web developers and hosting providers.

