



PRESS RELEASE

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Wesley-Barrell to redesign their web site with Ridgeway

One of the UK's leading furniture makers, Wesley-Barrell, has selected web agency, Ridgeway, to design a brand new ecommerce web site to boost both online and high-street sales.

A family run business with an international reputation for manufacturing high quality, classic furniture, Wesley-Barrell, have been selling accessories through their web site for several years and are now looking to offer more products and services to their customers through the site, including their classic upholstered furniture which is available in over 14,000 fabrics.

The web site will be designed with the both company's traditional customer base and emerging online audience in mind. A bespoke estimates solution will allow all of Wesley-Barrell's showrooms to send estimates through the web site, allowing customers to review the estimate and purchase online at a later date. The entire web site will also be optimised for mobile devices allowing purchases to be made quickly and easily from mobile phones and tablets.

The solution will integrate with Wesley-Barrell's business systems to ensure up-to-date stock and lead time information is presented to the customer.

"We set out to find a new web agency hoping to find a local company who could help us achieve our ambitions", said Juliette Barrell, Marketing Director at Wesley-Barrell. "Ridgeway are located a stone's throw from our office and flagship showroom and were able to demonstrate they had the skills, vision and understanding of Wesley-Barrell to transform how we do business, not only online but through our showrooms too."

"To be selected to work on such an important project for one of the last great family manufacturing businesses in the UK is a complete honour", said Simon Lassam, Managing Director at Ridgeway. "We're delighted to be working with Wesley-Barrell to not only help them better utilise what the web can offer, but to also drive footfall and increase conversions through their showrooms. It's a fantastic project which touches on and supports every aspect of their business."

Built on the Kentico CMS platform, the new Wesley-Barrell web site will launch later in 2013.

About Ridgeway

Ridgeway delivers quality assured web solutions. We offer blend of creative **web site design and development, strategic** and **digital marketing services**. From our offices in London and Oxfordshire we offer a consultative approach to projects, matching the solutions we recommend to our clients' needs. Led by an experienced team of web professionals, the agency offers a range of services designed to support any business aspiration including marketing and search strategy planning, logo, brand and creative design, content management, e-commerce and bespoke solution development. Ridgeway has a strong track record in helping businesses of all sizes achieve their marketing goals. Ridgeway are one of the UK's leading Kentico Gold Partners. Further information about Ridgeway's services and client work can be found at www.ridgeway.net.

About Kentico CMS

Kentico CMS is an enterprise Web Content Management System and Customer Experience Management System that provides a complete set of features for building websites, intranets, community sites and e-commerce solutions on the Microsoft ASP.NET platform. It supports mobile websites, SEO, document management, online marketing tools, multilingual websites, multisite management and it ships with 40 modules, 340 configurable Web parts and source code available. Kentico CMS customers can expect a highly flexible platform with a uniquely easy-to-use user interface. It's currently used by more than 12,000 websites in 87 countries. The clients include Microsoft, Guinness, McDonald's, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create successful dynamic websites, intranets, community sites and e-commerce solutions using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has offices in the United States (Nashua, NH and Seattle, WA) and United Kingdom (Reading). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Its partner network consists of 1,200 partners in 80+ countries. Kentico Software is a Microsoft Gold Certified Partner. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the Deloitte Technology FAST 50 awards

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