

# Case Study

## Leeco Industrial Plastics, Inc.

[www.leecoplastics.com](http://www.leecoplastics.com)



### Industry

Industrial Manufacturing

### Partner

S7 Media Design, Inc.  
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## Goals

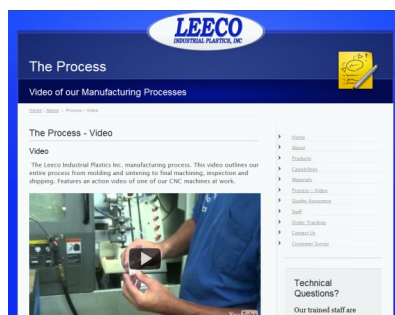
Leeco Plastics site had become dated. It was an HTML site with some python scripts and java applets for slideshows and displays. The photography was dated and overall the web site needed to be turned in to a better marketing tool that presented the company's image in a better light and used innovations like the Mega Menu dropdown.

## Challenges

Everything about this site was so outdated we were basically starting from scratch. We would do a total re-design and re-create all of the content. Almost nothing from the old site would be used. Also it was decided that implementing YouTube video on the site would be an important marketing tool. Another requirement was a form for customer satisfaction surveys. This is a requirement for Leeco's ISO certification. We wanted to be able to implement a form that would capture the surveys to a database.

## Solutions

We moved through the design process pretty quickly using wireframes and HTML prototype. Once the major choices were made and the structure in place is was very easy to port the template prototype into Kentico. With the structure in place we started content development. Our editors wrote copy and edited copy submitted by the clients. While that was going on two scheduled photo shoots and a combined photo - video shoot were done for the product and staff photos. Kentico made it easy to bring everything in to the website and make the final tweaks by writing transformations. Implementing video in to the site was an important step. Kentico's media library made managing incorporating all of the media content a breeze. For the customer satisfaction surveys for the ISO certification the Biz Form was perfect, allowing us to create a form that could be captured to a database and exported for use. Our next step with the site will be integrating the website with the shop's E2 Webview bidding and ordering software so that customers can track their orders.



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*“Using Kentico to develop this site helped us to complete a full featured site in record time. We were not only doing the web site development but also the product photography and video and copy editing for the new marketing materials. The Kentico workflow allowed us to take this site live in 90 days.”*

**Les Warren,**  
 Director,  
 S7 Media Design

## Key criteria for selecting Kentico CMS

- Ease of putting our design ideas in to the template.
- Ease of managing the incorporation of the media content we were creating which allowed us to focus on doing a top job and get it done in record time.
- The stability and security of the Asp.NET platform. We also made this a pilot program for our new hosting platform which worked beautifully.
- The fact that we will be able to extend the functionality as much as we need to in the future making practically anything possible without having to change platforms, a very future proof site.

