



Client: Cromohouse Printing Solutions Inc.

Cromohouse Inc is a B2B textile manufacturer, which specialized in surface design and pattern collection. High street brands like H&M, Zara or their contractors approached Cromohouse with some designs in their mind. These patterns need to come from a 3rd party due to copyright issues surrounding fashion industry. Cromohouse prints the decided design using specialized digital printer on a special paper. Then they transfer these patterns on the preferred fiber, mostly polyester and cotton using heated calendars. Currently, Cromohouse has one of the world's largest pattern collections.

Cromohouse needs a website in order to showcase its look book, collection, services, clients and contact info to its potential customers. Yet, the website will serve a way more important purpose. Currently, the client mainly relies on word of mouth in order to get new customers, yet in this age it realized that this is not enough. Everyday new fashion brands and manufacturers pop up. In order to keep its edge, Cromohouse needs to attract the new millennial customer base who have no prior experience in textile manufacturing. Having a website optimized for the search engines is crucial in order to attract theses new customers.

The main goal of the website is to attract a new customer base and convert those visits into sales by leading the visitors to sale directors. This is the number one priority of the website. The sole purpose should be lead visitors to sale personal so they can set up a meeting with the client and close a deal.

The website is targeted towards the new generation of design houses and brands. As a result, the client wants a modern looking website that would preferably be a scrollable one pager. They believe that this will make the most use of "F" reading pattern and naturally lead people to contact by just summarizing without getting into too much detail.

The client is going to measure the success of the website based on the number of contacts directed from the website. Since, the main concern is to lead the potential customers to deal closers.

I am the first designer the client worked with. I, also, have created their branding.

Client can provide me with the essential copies and images in a week.