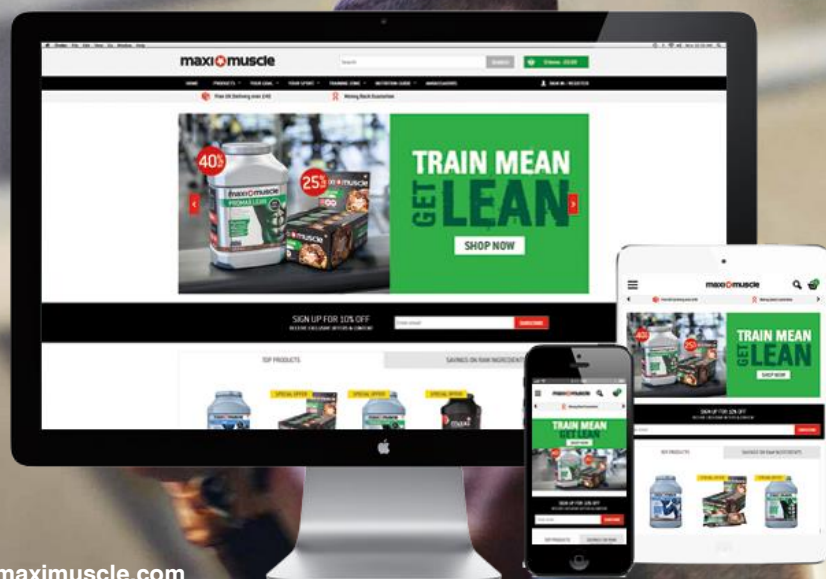


tradeit becomes the international, ecommerce platform powering Europe's number one sports nutrition brand.



Visit www.maximuscle.com

“Managing the websites centrally, with the capability of local content input, branding and pricing structures gives us the flexibility we need to push ahead into global markets. Selecting Red Technology and tradeit is the best business decision I have ever made!”

Ecommerce Director, Maximuscle

Project Highlights



Integrated Call Centre/MOTO functionality for handling offline orders.



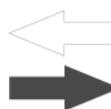
Highly scalable solution capable of handling large customer volumes and increasing traffic loads.



Enhanced primary navigation for both product and content, connecting users with what they're looking for quickly and easily.



Fully responsive site with four breakpoints, optimised for all devices helping to ensure the best possible user experience.



Integration with Maximuscle's internal systems to create a seamless workflow.



New, flexible product bundles enabling discounts across groups of products when purchased together, but output as individual items to make stock management & returns easier.



Advanced loyalty scheme including split payment of orders using accrued points.



tradeit
ecommerce platform

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Europe's number one sports nutrition brand, Maximuscle, has grown at a phenomenal rate by focusing on highly effective, research-supported formulas that deliver what they promise. Their products are now available everywhere from specialised stores, gym chains across the country, and high-street retailers like Argos, Tesco, Holland & Barrett and many more.

Comprehensive ecommerce consultation and responsive web design

With a large number of retailers stocking their ranges, Maximuscle products aren't hard to find. However, one of their largest sales channels remains selling direct to consumers via their website.

Due to the importance of this channel, they are always looking to ensure that their ecommerce site delivers best-in-class functionality and is continually updated to reflect both product and ecommerce innovations. Being the very first customer of ours to implement a responsive design some years ago, they felt the need for a new design refresh as well as an upgrade to their **tradeit** platform installation to take advantage of the new features that have been introduced. The site is now a feature-rich, responsive ecommerce solution that can be easily personalised to reflect the customer's identity, attract new users, and encourage repeat purchases, taking advantage of **tradeit**'s very own loyalty scheme to deliver their MaxiRewards program. Importantly it also allows their in-house team to fully manipulate and update the site content via **tradeit**'s CMS and class-

leading promotions engine.

Promotional bundles & enhanced navigation

One new feature they were particularly keen to take advantage of was the ability to create product bundles which offer users a discount when purchasing certain products together but still give them the flexibility to choose the product variations they want to make up their bundles (such as different flavour gels, bars, drinks and more). However, importantly for them, these bundles are still output from **tradeit** as individual lines, rather than a new SKU, making stock management, ERP integration, and returns as simple as if they were buying the items individually!

Another key feature of the site is the sophisticated primary navigation for both products and content helping users to connect with what they are looking for quickly and easily. Maximuscle have many products aimed at different users with varying requirements and the new navigation is tailored to help users search for items by product, product type, product range, bundles, goal (i.e. weight loss, muscle gain, endurance etc...), or sport, as well as great content like training plans, eating guides and much more.

The **tradeit** ecommerce platform has enabled Maximuscle to grow their ecommerce business substantially and is testament to the robust and flexible nature of the platform.

“Our old ecommerce store just wasn't allowing us the flexibility in terms of growth and scalability that we now needed. It was also becoming increasingly expensive to update and maintain. We had to plan for the future and invest in an ecommerce platform that could grow with us.”

Ecommerce Director, Maximuscle

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**. The **tradeit** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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