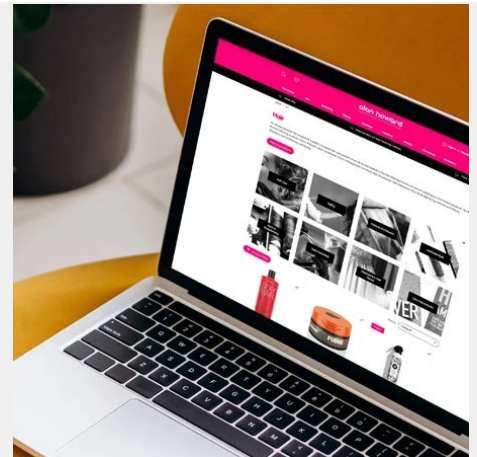











Fast, Flexible, Feature Rich Ecommerce Foundations

Drawing on our experience building and supporting hundreds of ecommerce websites, Red's pre-configured digital storefronts, powered by the **tradeit**[™] ecommerce platform, provide a fast, flexible foundation for Retail, B2B, and Ordering Portal solutions.

Designed to accelerate your time to market, each storefront is packed with essential features from day one and can be fully tailored to your exact business needs.



Why choose Red's digital storefronts?

-  **Built for your business**
Choose from **Retail**, **B2B** or **B2B Ordering Portal** digital storefront to match your business model.
-  **Faster to market**
Pre-configured storefronts cut development time, enabling faster launch with quicker deployment and lower costs.
-  **Personalised experience**
Create personalised journeys for your customers, boosting engagement and increasing conversion.
-  **Ready from day one**
Optimised, responsive, SEO-friendly, and tested to ensure a reliable, seamless experience.
-  **Feature-rich, out of the box**
Each storefront features powerful ecommerce and merchandising tools.
-  **Seamless integrations**
Proven back-end integrations enable seamless data flow and streamlined operations
-  **Brand-ready design**
Fully customised design tailored to perfectly reflect your brand identity.
-  **Scalable and future-proof**
Easily scalable, enabling rapid growth with storefronts across any brand, channel or market.
-  **Backed by experts**
Ongoing support from our UK-based team, including proactive 24/7/365 monitoring.

Each storefront combines **tradeit**[™] core platform functionality - including a flexible **Content Management System**, advanced **Product Information Management**, a dynamic **Marketing Engine**, and robust **Order Management** - with features tailored to your business.



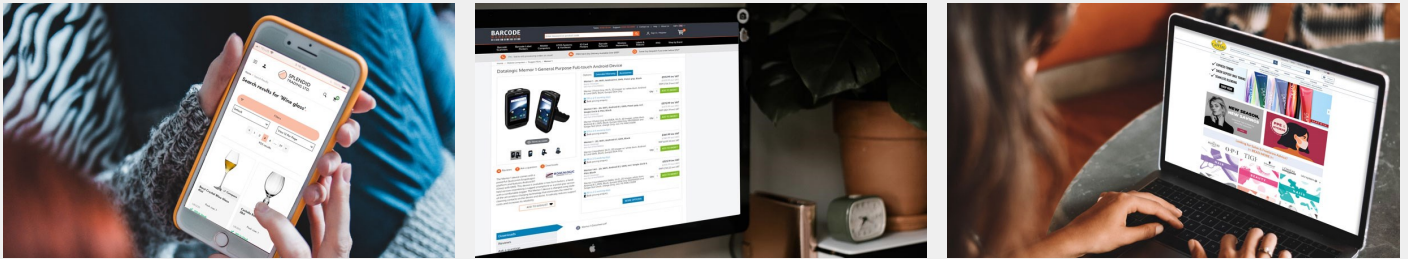
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Explore the options

→ Retail digital store front

Ideal for retailers seeking to quickly launch a scalable, brand-consistent ecommerce site equipped with tools tailored to enhance the customer experience.

Key Features:

- Guest checkout
- Personalised, media rich content
- Promotions and recommendations engine
- Wishlist and refer-a-friend functionality
- International, multi-currency, multi-language
- Gift wrapping and gift card options

→ B2B digital store front

Built for trade, wholesale and distribution businesses. Supports complex buying needs, customer-specific content and flexible payment models.

Key Features:

- Quick order forms, saved baskets, re-ordering
- Access and payment of financial statements
- Proforma, BACS and account payments
- Product comparison tool
- Enhanced delivery and POA options
- Product document downloads

→ B2B Ordering Portal

The next step in B2B ecommerce. Offers greater control and efficiency for business customers with enhanced procurement and user management.

Includes all B2B Ecommerce features, plus:

- Streamlined procurement with personalised product lists
- Pack management for roles, locations or events
- User roles, permissions, budgets and approval workflows
- Advanced reporting by user, company, spend, and product use
- Centralised or decentralised purchasing control



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