



mcm net

digital marketing agency

# FloPlast

## Case Study

Long-term  
Partnership

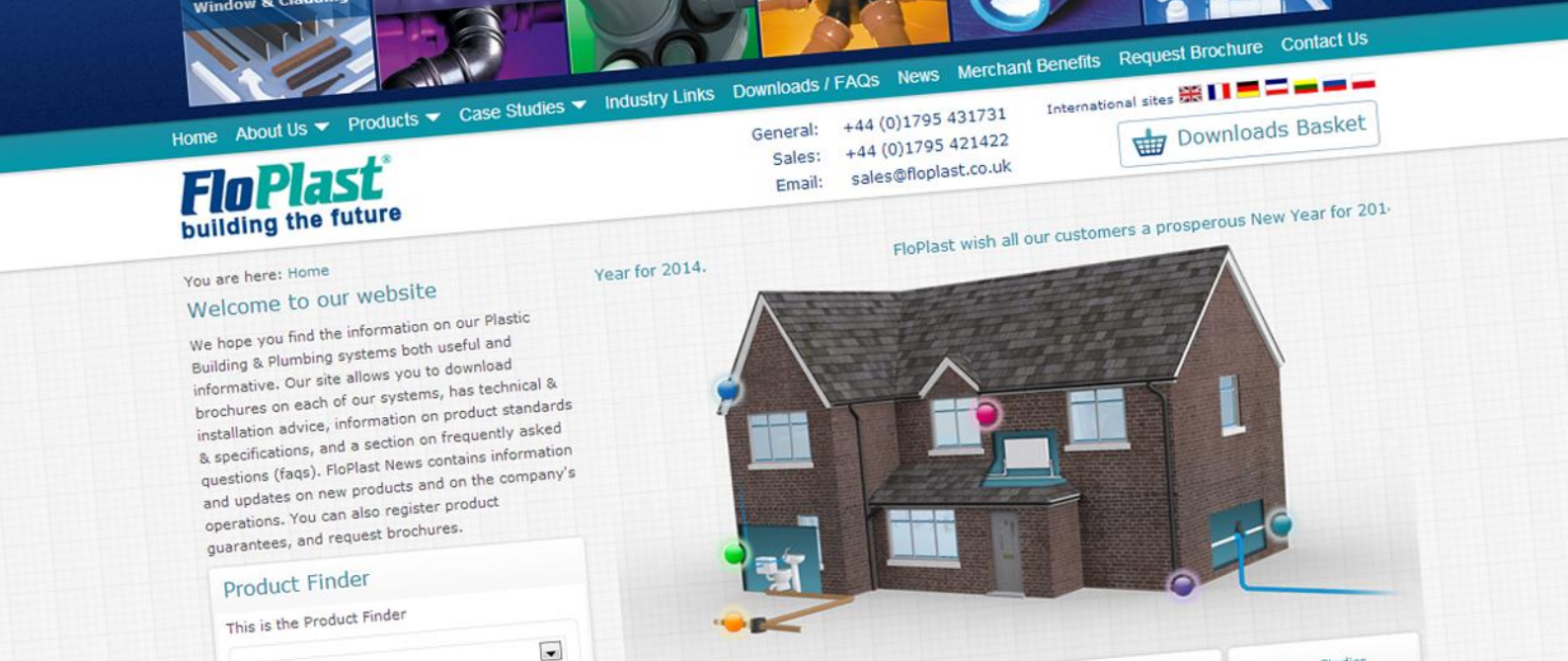
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Google  
Partner





## Case Study: FloPlast

### Brief

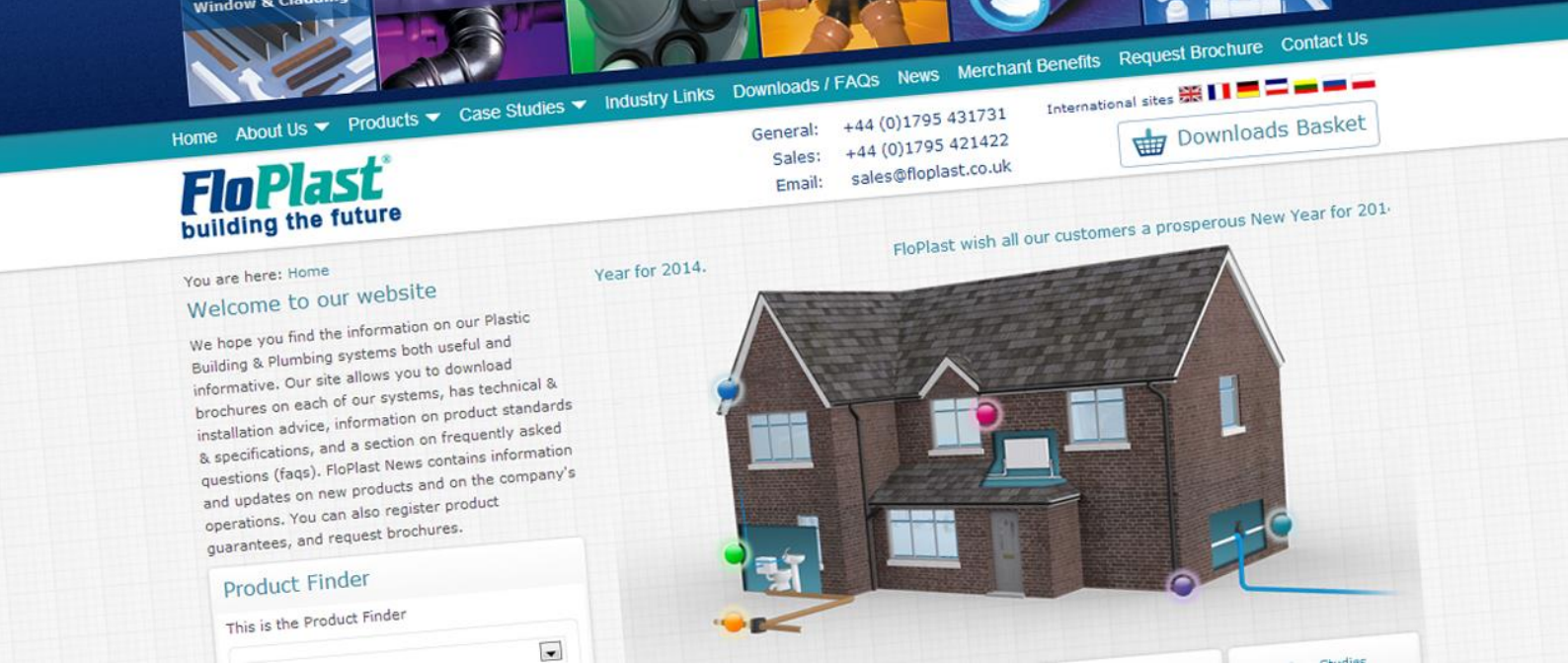
Following new commercial partnerships with B&Q and the development of the business to consumer sales division [FloPlast](#) required a new website to reflect their growing status and industry leading products and having worked with MCM Net for a number of years, chose us to redevelop their site and [CMS](#).

### Execution

The website now has an easy to use product, document and FAQ finder as well as a downloads basket. This helps visitors select multiple files and then download them as a zip file. This was particularly important as FloPlast's core website visitor profile consists of tradesmen and distributors who want to be able to find and download product documentation and access FAQ's.

The site is [multilingual](#), allowing FloPlast to duplicate the current version of the UK site and translate it. An additional Bing component also allows every page and feature to be translated and therefore gives the team the ability to expand the website as the business requires.

In addition, [MCM Net](#) has developed a brand new flowrate calculator. This allows visitors to calculate the amount of guttering appropriate to their requirements. This feature was built in JavaScript so that people are able to use it remotely, using their mobile handsets.



In addition to these features, the MCM Net team also incorporated;

- **Product pages**  
This has been re-structured, separating product details and product related information such as technical diagrams and installation videos, thus improving usability.
- **Case studies**  
This allows the company to profile large projects it's worked on and also highlights the FloPlast products used.
- **Product Tool**  
The homepage feature allows the visitor to hover over different areas of the home such as underground drainage and rainwater systems and then select to see related/suitable products for that particular area of the home.