



## Magento Case Study: Plank and Hide

Plank & Hide Co. is a rapidly growing designer and manufacturer of innovative indoor and outdoor home entertainment furnishings. Its US-based design team has created a brand centered on high-performance natural and decorative finishes that set new high-water marks for durability functionality, design and material mix.

### The Challenge

Plank & Hide Co. worked with InteractOne to create and develop an online brand identity from square one. While InteractOne has worked in the B to B space before, Plank & Hide Co. required a unique content-focused site build, with no eCommerce, in Magento. The client wanted a site that showcased their catalog and collections to their prospective audience of retail dealers while preserving flexible eCommerce capabilities for the future.

### Our Solution

InteractOne designed a completely new Magento 2 (M2) site that brought Plank & Hide Co.'s design vision to life. We implemented a fully custom design that is optimized for business to business (B2B) sales and accommodates the company's need to arrange products by collection as well as by traditional eCommerce category and attribute structure. InteractOne employed large images and white space to showcase Plank & Hide Co.'s breathtaking photography. The site also features a store locator re-purposed as a dealer locator and lookbook/catalog that showcases all of their current collections.

### The Results

With their new Magento 2 platform, Plank & Hide Co. has full CMS and eCommerce flexibility and native Magento functionality. Importantly for the still-evolving brand, Magento's super flexible theming allows Plank & Hide Co. to update their look with ease and without fear of disabling or weighing down the site. Content widgets put an emphasis on the product and contribute to the ability to add seasonal promotions and move on-page elements without involving a programming team.

