



Solvar Jewellery

Client Success Story

Experlogix Digital Commerce Craft B2B & D2C eCommerce Future for Leading Jewellery Manufacturer & Exporter

Solvar excel worldwide in both B2B and a Direct-to-Consumer (D2C) markets with eCommerce from Experlogix Digital Commerce.

Experlogix Digital Commerce Digital Platform Helps Jewellery Manufacturer Export Globally with B2B & D2C eCommerce

Using the eCommerce Suite of products from the Experlogix Digital Commerce Digital Platform, award-winning Jewellery Manufacturer, Solvar, exports their beautifully crafted celtic and Irish inspired jewellery to both a B2B and a D2C audience all around the world.

The Company

Solvar is an award-winning jewellery manufacturer crafting Irish jewellery since 1941. They export beautiful Irish jewellery worldwide.

Each piece of Solvar jewellery is individually designed, drawing inspiration from Ireland's rich heritage and unique icons such as the Claddagh, the Celtic Knot, the Shamrock, the Harp and the Celtic Cross.

Solvar design and create their Celtic and Irish inspired jewellery pieces with love and care in Dublin and deliver worldwide.

BENEFITS

- **Real-Time Integration:**
Integrate in real-time with your ERP software
- **Streamline Process:**
Considerably streamline your ordering process
- **Speed up Ordering Process:**
Speed up the ordering process with less re-keying
- **Place Direct Orders:**
Save time by placing orders directly to your ERP

COUNTRY

Ireland

The Challenge

Solvar could see the evolution towards digital in the marketplace and knew they needed to change their business model to remain leaders in their industry.

They had a basic B2B eCommerce offering with limited functionality and mainly relied on more traditional B2B sales methods.

They wanted to be able to evolve with the market, sell into new regions and sales channels.

Having a solution that supported the global nature of their business and their ambitions to grow and scale was also key.

The Solution

As part of a digital strategy review through a leading digital agency they identified the need to greatly improve their B2B digital presence and also add a D2C (Direct-to-Consumer) sales channel.

Selling to both existing and potential customers in a B2B and D2C space meant an eCommerce platform that could handle the complexity of B2B pricing and ordering, internationalisation of the eCommerce experience, and a D2C sales channel.

The Experlogix Digital Commerce Digital Platform offers a full suite of eCommerce solutions for all routes to market.

For Solvar, launching both a B2B and D2C eCommerce site with Experlogix Digital Commerce means new markets and new opportunities are theirs for the taking!

[Want to learn more?](#)

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