

Household brand  
Morphy Richards  
selects **tradeit**  
ecommerce  
platform for UK &  
German refresh,  
and Digital Asset  
Management



Visit [www.morphyrichards.co.uk](http://www.morphyrichards.co.uk)

***“Red Technology were great. They understood what we needed and fulfilled those needs. The people are the single best thing about my experience. Always happy to help and advise when needed.”***

Online Manager, Morphy Richards

## Project Highlights



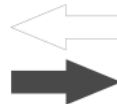
Showcase large and diverse product range including spares, accessories and instruction booklets for current and legacy models.



Separate Digital Asset Management (DAM) system also running via **tradeit** for UK and Germany, containing all product assets.



Online registrations and warranty support to improve customer experience.



Integration with internal AS/400 ERP system and emarys email marketing software.



Built-in blog run using the **tradeit** platform for tips, competitions, reviews and recipes.



Feeds for marketplaces and affiliates.



International sites for both the UK and Germany, completely language and currency specific, running from a single instance of **tradeit**.



Responsive design across four different breakpoints.

Founded in 1936, and trusted manufacturers of domestic appliances for over 75 years, Morphy Richards forms part of the Glen Dimplex Group. The brand is synonymous with a diverse range of small domestic appliances and their products can be found in retailers throughout the United Kingdom, as well as internationally. Morphy Richards also sell their products directly to consumers online via their ecommerce site.

Morphy Richards selected leading ecommerce solutions provider Red Technology as their ecommerce partner because the **tradeit** ecommerce platform offered the flexibility they needed to drive their direct to consumer sales, as well as the capability to provide a Digital Asset Management system for use by their third party retailers. Working collaboratively with Morphy Richards, Red's ecommerce consultants have shaped the requirements for a new retail ecommerce solution for both the UK and Germany, selling the brands' diverse catalogue of products, spares and accessories, whilst still offering consumers the ability to engage with the brand.

### Retail Ecommerce with faceted search & social widgets

Morphy Richards needed **tradeit** to manage three different types of products within the system. Not only products that were sold on the site, but also spares and accessories, which needed to be found by related product or spares name (or part number) and obsolete products, so that visitors to the website could search through the back catalogue of instruction booklets held

by the brand. **tradeit** provided the flexibility to handle these various types effectively through the website via multiple templates. Faceted navigation dramatically improved the customer experience on-site, especially when navigating the spares catalogue. The new ecommerce solution also leverages Morphy Richards' social activity by integrating social widgets for Facebook, Twitter & feeds for the company's blog into various storefront templates.

### Integrated Ecommerce Platform

The **tradeit** ecommerce platform forms the solid foundation for online growth at Morphy Richards and has been fully integrated with a number of their supporting business systems including ERP integration with AS400, email marketing via emarsys and manageable feeds for affiliates. A responsive design also replaced the existing, separate desktop and mobile sites.

### Digital Asset Management (DAM)

**tradeit** is also used to power their Digital Asset Management system which provides a central repository of all product data information and assets, and can be accessed by internal staff and any third parties with approved access rights, such as the leading online and high-street retailers who sell their products. This enables those third parties to obtain any up-to-date product information they need or export it en masse to populate their own feeds, PIM, catalogues etc...

***“Red provided all the functionality that we needed at a competitive price. The promotions engine was a big draw for us.”***

Online Manager, Morphy Richards

## 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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