



The Kind Pen



The Kind Pen is an award-winning vape pen company based in Ocean, New Jersey.

These **personal vaporizer pens** are an alternative to crude resin-filled pipes from years gone by and are a popular choice for CBD and other vapeable products, such as e-liquids, oils, and concentrates. With a **lifetime warranty** and more than 1,000,000 satisfied customers, the brand has quickly become a trusted name in its industry.

The Kind Pen approached WooExperts **CartKnitter** to refresh and streamline their WooCommerce vape store to improve user experience. "Some of [their] troubles included an unresponsive navigation menu when accessed through iPhones, issues in loading slider images, and **loading speed optimization**."

Site load speed increased by over 35%.

CartKnitter's team immediately set to work. Images were analyzed and converted to formats that **load quickly** without compromising on quality, CSS and JavaScript files were compressed and merged, with WordPress, plugins, and WooCommerce extensions also updated. "We also edited the options table in the database and reverted to default .htaccess and wp-config.php files as part of the troubleshooting process."

The result is a superior WooCommerce vape pen store that's lightning-fast – site load speed increased by over 35%.

EXTENSIONS USED

- Smart Coupons
- Smart Manager

DEVELOPER



DESIGNER

CartKnitter

CATEGORY

CBD

STORE TYPE

Vape

COUNTRY

United States (US)

VISIT WEBSITE

https://www.thekindpen.com