



Dayspring

Macro Plastics Manufacturing Web Redesign

Client

The Marketing Director of Macro Plastics, Inc., of Fairfield, CA, the leader in manufacturing bulk plastic agricultural bins.

Situation

Thousands of fruit and vegetable growers, processors and retailers throughout North America transport and store products using millions of MacroBins, establishing Macro Plastics as the leading manufacturer of bulk plastic agricultural bins.

Macro sought to bring the historically low-tech industry of agricultural bin production into the new millennium. To emphasize their significant role in the industry, and as they expanded services to reach a larger audience, Macro sought a bold, fresh look for their Web site. A look that would reflect their position as the unquestioned industry leader.

In addition to establishing a highly usable, engaging Web presence, Macro looked to develop e-business features and Web-based customer services. Future Web site services needed to include customer relationship management and a business to business resource center for their diverse client base.

Vision

The initial phase of Macro's Web development plans required a redesign of Macro's public Web site. With an increasingly multi-lingual customer base, Macro needed visual and architectural site designs flexible enough to display content in multiple languages. Since the site would serve as a foundation for later development phases, the Web site needed to be scalable, with the designers and developers using a long-range approach to Web development and design.

Execution

Following a competitive selection process, Macro Plastics chose Dayspring from among several firms to be its Web development partner. Dayspring worked with Macro and their marketing agency, designing and producing a Web site that presented their premium products in a professional and elegant manner.

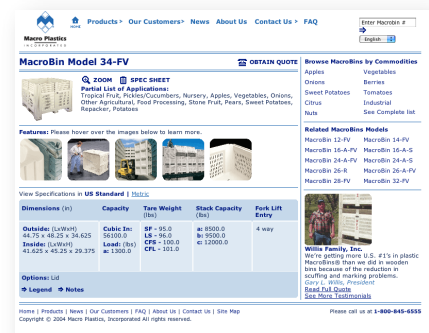
Dayspring's home page design brings Macro Plastic's product line immediately into view. The Web design concept highlights Macro's high-quality, cutting edge products and gives customers immediate access to important product information. Initial Web site features include PDF spec sheets, zoom views of products, and a dynamic metric/standard converter.

In addition, Dayspring's designers built the Web site with multi-lingual capabilities, rolling out English and Spanish versions. The Web site framework allows languages to be added easily as Macro's marketing focus dictates, and is designed to adapt to Macro's long-range Web-based customer service and e-business goals.

Dayspring has served as Macro Plastics' Web design and development partner since 2003.

"Dayspring completed the first phase of our web site development plan with both high level technical programming expertise and strong design capabilities that overdelivered on our expectations. We look forward to working with Dayspring on the next two phases as we strive to increase our online productivity and maximize our customer service."

John Golden
Marketing Director
Macro Plastics



www.macroplastics.com