



Ohio Valley Specialty Company

Ohio Valley Specialty Company is a small, privately owned business located in Marietta, Ohio providing gas chromatography equipment on an international level. OVSC has been manufacturing liquid phases since 1966 and their specialty products can be found in GC labs worldwide.

Business Challenge

Ohio Valley Specialty Company recently switched to Paradymanix for hosting and as a part of that switch, their site needed to switch to a new theme. While rebuilding their site in a more responsive and maintained theme gave them a better site experience on the back end, OVSC came to the decision that it was time for an update to a more modern looking site to advertise and sell their product.

Our Solution

With the site already situated in a new theme that created a friendlier editing experience, it's time to make use of that. We planned a new site map and user flow to walk visitors through the browsing experience in a more descriptive way. We took their existing branding and reworked the application of it across the site to create a cleaner, better designed experience.

Budget



Services

- UI/UX Design
- Responsive E-commerce Site

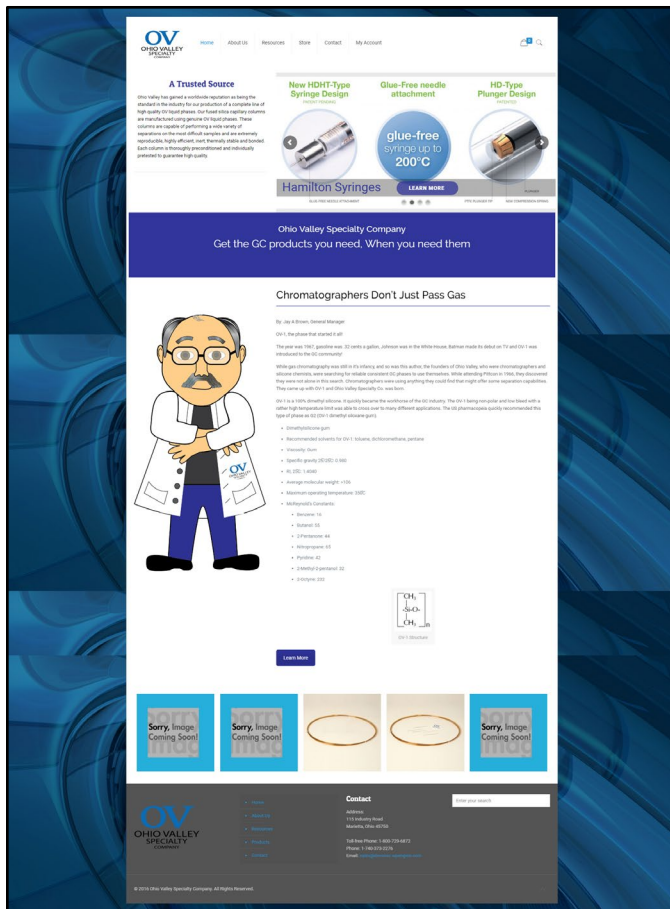
About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

Results

Ohio Valley Specialty Company now boasts a website that boasts a clean and responsive experience. For all devices, the site displays a cohesively branded experience. The user flow now guides visitors through the process of locating the products they're looking for.

Old Site:



New site:

