

PRESS RELEASE

Success is just 6 clicks away

Swartland's newly launched website helps visitors to choose the ideal windows and doors for their home in just 6 easy steps. We speak to Cobus Lourens about why Swartland's website is such an important business tool for the company.

27 September 2017, Johannesburg: "At Swartland, we are fully aware that many business decisions start with searches on search engines, and as such, having a professional website is a business imperative for success – in fact, I believe that it is one of the biggest and best marketing tools available to businesses today. It is for this reason, that Swartland has always invested heavily in its web presence by continuously updating and improving its website: www.swartland.co.za," explains Cobus Lourens from Swartland.

Access to a wide selection of products

He notes that Swartland hired local advertising agency, Adhesion, to create and update its website: "Two years ago, Adhesion's Head of Digital, Andrew Wheeler, and myself, decided to start redeveloping the Swartland website. The aim was that the website could display all of Swartland's range of products. However, it is an incredibly large range, with over 9 000 products in total. We successfully managed to display every single one of Swartland's products on the website, but after about a year, we made the realisation that visitors were overwhelmed by the incredibly large selection on display. As a result, we decided to refine the process and simplify the user journey, in order to help make the selection process quicker and easier for those using it."

Making you choice in 6 easy steps

Andrew worked hand-in-hand with Swartland to understand the questions customers ask when selecting windows and doors. The six steps that were identified were as follows:

1. Are you looking for doors or windows?
2. What material are you looking for – timber or aluminium?
3. What style of window do you want?
4. What is your price range?
5. What size are you looking for?

Once the visitor has answered these 6 simple questions, the website will automatically select all the products that fit this criteria and provide an image of the product, along with its code and specifications. Visitors can then either send an enquiry to Swartland about this particular product, or they can add it to their wish list. Says Cobus: "The beauty of the 'Wish list' functionality is that visitors can select all the products that appeal to them, and then download the full list or print it out and give it to a retailer, specifier, architect or builder."

Benefits for professionals in the built environment

Cobus explains that the new website offers great benefits to professionals such as architects, builders and specifiers: “ With Swartland’s new website, specifiers, architects, builders and developers don’t need to leave their desks in order to garner all the necessary information, measurements, prices, product values and even professional drawings of Swartland’s range of windows and doors – simply go to the Swartland website, and you will have free access to the company’s full range of products, as well as accurate and detailed architectural drawings that can be downloaded or transferred to a Dropbox folder.

“In a nutshell, Swartland’s website provides access to accurate, intelligent ArchiCAD objects and Revit families of its range of products. The aim of the website is to simplify the selection process, as well as the specification process – saving professionals time and money. Also, since the information provided is 100% accurate and continuously checked and updated by Swartland, it leaves less margin for error on the professionals’ side,” explains Cobus.

Make a green selection

The SANS 10400-XA National Building requirements relating to energy usage in buildings are not new, however ensuring that a building is compliant takes a lot of extra effort. To aid in this process, each of the drawing on the website comes with its own individual U- and SHGC values, as well as full certification of compliance, ready to insert into your drawings and calculations to ensure that they meet all the necessary regulations.

Says Cobus: “Swartland continuously tests its products to ensure that they are compliant with the National Building Regulations. In order to ensure that its windows are compliant with the SANS 613 and 204 (Fenestration Products) Mechanical Performance Criteria for example, its Ready-2-Fit range of windows are tested for deflection, structural strength, water-resistance, air-tightness, operating forces, and the best possible energy efficiency. As a result, they have unique mechanical property values, from A1 to A4, assigned to them.”

An ever-evolving process

Swartland’s new website is a boon for all of Swartland’s clients - both consumers and professionals – as well as offering real benefits to Swartland itself, says Cobus: “The new website offers us great business information about which products are the most popular – allowing Swartland to adjust and move with the times. However, because times change, we see the Swartland website as an ever-evolving project – one that will continue to be enhanced and added to in order to improve its functionality and offer visitors more and more benefits as time goes on.”

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Release don behalf of Swartland (www.swartland.co.za) by The Line (www.theline.co.za).

