

RYALUX

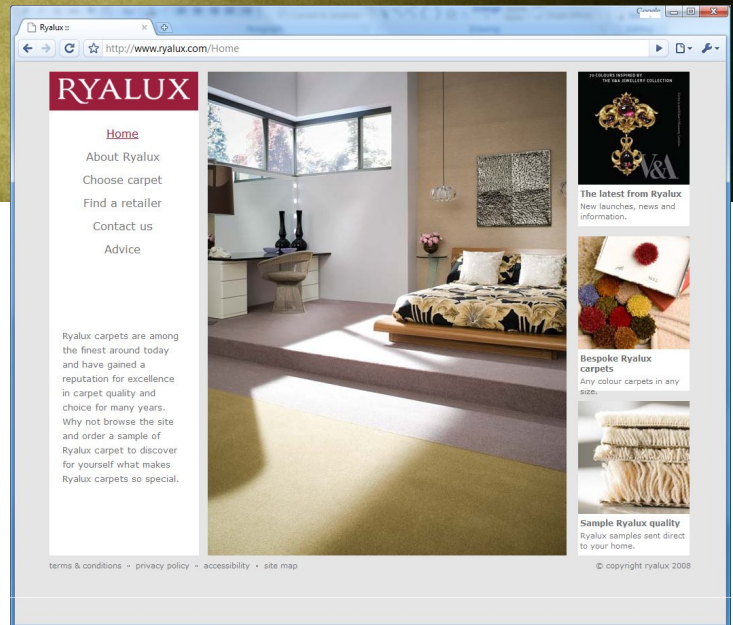
“one of the UK’s leading bespoke carpet suppliers”

Ryalux have been manufacturing high quality, made to measure carpets for almost 40 years - and now have four sites dedicated to carpet production in Lancashire and Yorkshire as well as a dedicated retail design suite, ensuring a continued commitment to carpet design, innovation and manufacture.

Majestic Interactive were chosen by Ryalux as development partners having completed successful redevelopment projects for sister company Burmatex, a leading manufacturer of contract carpets and carpet tiles and for parent company Airea PLC. The project brief was to redesign and develop the current Ryalux website and to deliver the new site to the strict deadlines put in place by the companies prestigious V&A Twist collection launch event which would coincide with the site launch.

The new website is underpinned by a clean, modern yet usable design which provides the perfect showcase for the type of high quality bespoke products available from Ryalux. The site features include a full product catalogue with product sample ordering facility, a stockist locator, inspiration and advice sections and a fully bespoke content management system tailored to the exact data requirements of the site.

Majestic were able to deliver a quality product within the strictest of timescales from initial specification and design through to development and release – and are now looking forward to working closely with Ryalux on the continued expansion of the site over the coming months and to a successful launch event for our exciting new V&A collection



Project: Website Redevelopment

URL: www.ryalux.com

Features:

- Updated design reflecting corporate re-branding exercise
- W3C Priority 1 accessibility compliance
- Full product catalogue
- Online sample request system
- Stockist locator
- Fully content managed

Results:

- Site developed in under a month in time for prestigious product launch event