

## LAB ANALYSIS



# CAPITAL SAFETY RESOURCE CENTRE

Aw Br Cl Dm Em Im Ml We

ENTER

# CAPITAL SAFETY RESOURCE CENTRE

## THE BRIEF

Capital Safety are the world leaders in fall protection equipment, producing everything from state-of-the-art harnesses to all the mechanical gear necessary to keep you safe at height.

We've worked with them for the past couple of years helping to strengthen their EMEA marketing department, produce their 300 page multi-lingual product catalogue and suite of product brochures, datasheets and all the other corporate literature an international brand needs.

## THE CHALLENGE

Conceived in 2010 and built by us on the popular WordPress platform, Capital Safety's Resource Centre contains a large repository of images, documents and brand assets – an invaluable tool which is used on a daily basis by both Capital Safety staff and associated companies on a daily basis. Following the catalogue it became clear the resource centre needed a rethink to accommodate the expanding product range and growing team — as well as the need for comprehensive international language support.



SEE MORE WORK FOR CAPITAL SAFETY

GET IN TOUCH

BACK TO WEBSITE

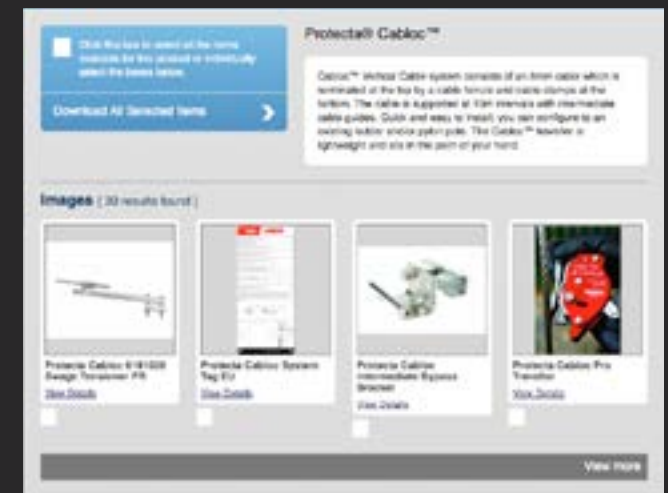
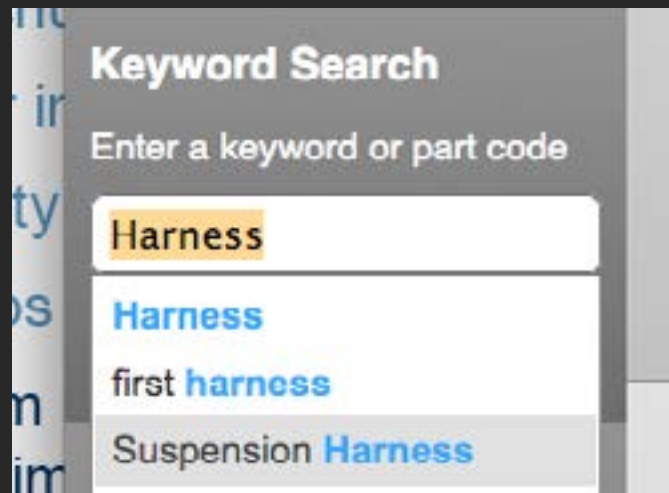


...and counting!

[SEE MORE WORK FOR CAPITAL SAFETY](#)

[GET IN TOUCH](#)


[BACK TO WEBSITE](#)






A number of new features were introduced: an informed search assistant to cater for users miss-spelling product names and faster, more relevant results, multi-lingual support, and the ability to group product collateral into a single downloadable media kit containing hi-res imagery, logos and brochures.

Added to this, the site had a complete stylistic rehaul, with prompts and hints for first time users and an overall cleaner user interface.


## Resource Centre







[WWW.CAPITALSAFETY.COM](http://WWW.CAPITALSAFETY.COM)

**Welcome to the Capital Safety Resource Centre**

**First time here?** 

Choose one of our latest product kits, select a product category to see all the products within that range, or enter a keyword or part number into the search form.

**Language**


 English 

**Keyword Search**

Enter a keyword or part code

**Search**

**User Guide**





Download the Capital Safety Resource Centre User Guide


**Click here to order literature and promotional items**


### Latest News and Product Information


Select from one of our latest products to get the complete media kit.





Global Brand Guidelines 





DBI-SALA® SEALED TENSION LIMITER™ 




Protecta Viper™ LT Rope Grab 




DBI-SALA® Rolyglass™ R120 Evacuator Device 





Hamburg Training Centre Opening Soon 


### Our Product Range


Select one of the categories to see all the products in the range.




Anchorage 



Carabiners and Hooks 



Confined Space 

# CAPITAL SAFETY RESOURCE CENTRE

Behind the scenes, we extensively planned the information architecture, incorporated the varying categories and taxonomies and developed custom WordPress plugins to deliver the extra features.

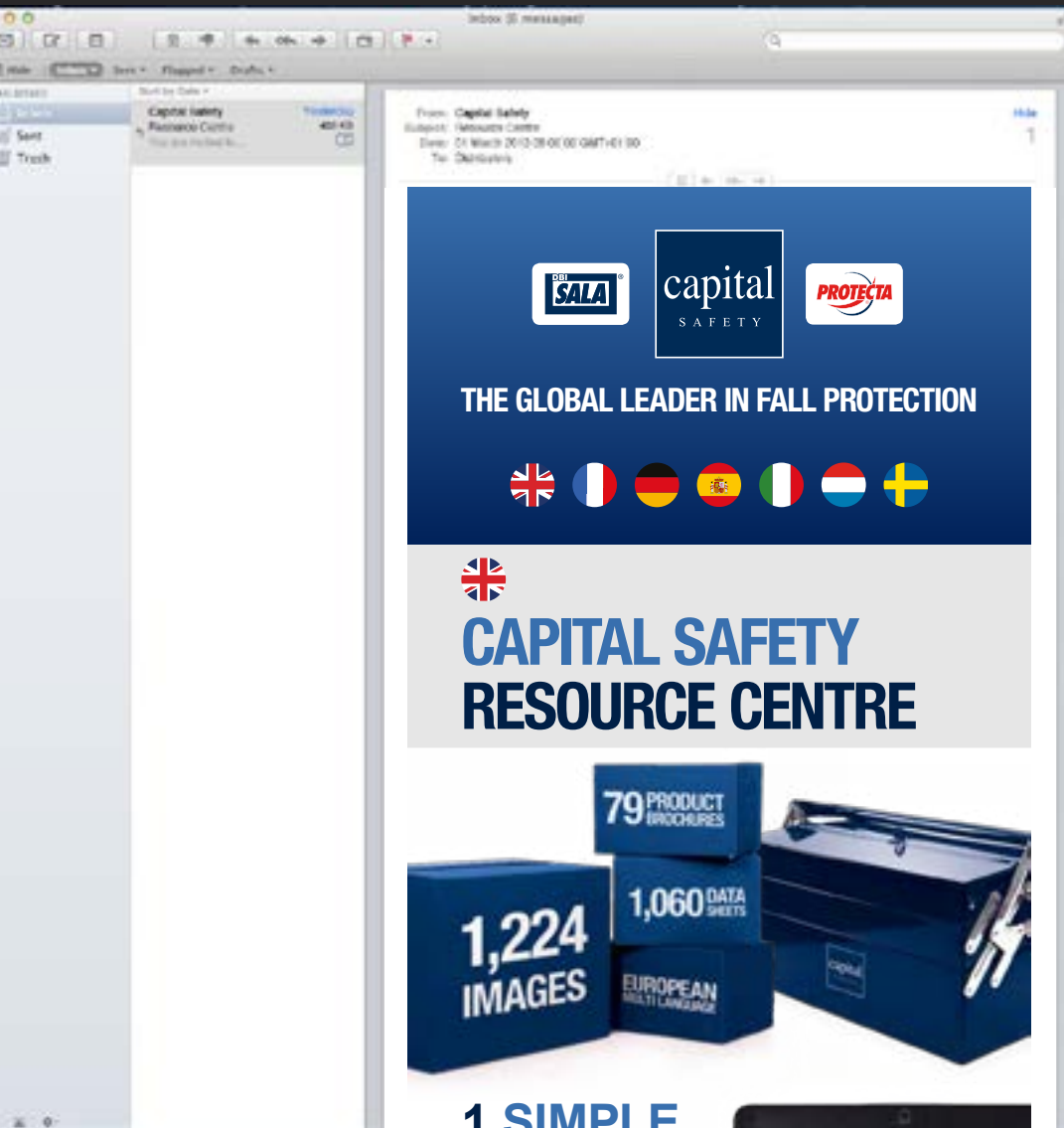
We've also added the ability to restrict content to users territory, internal employees or specific customers if need be.

[SEE MORE WORK FOR CAPITAL SAFETY](#)

[GET IN TOUCH](#)

[BACK TO WEBSITE](#)

# CAPITAL SAFETY RESOURCE CENTRE



To launch the new Resource Centre we designed and built multi-language emailers that were sent to their distributors.



SEE MORE WORK FOR CAPITAL SAFETY

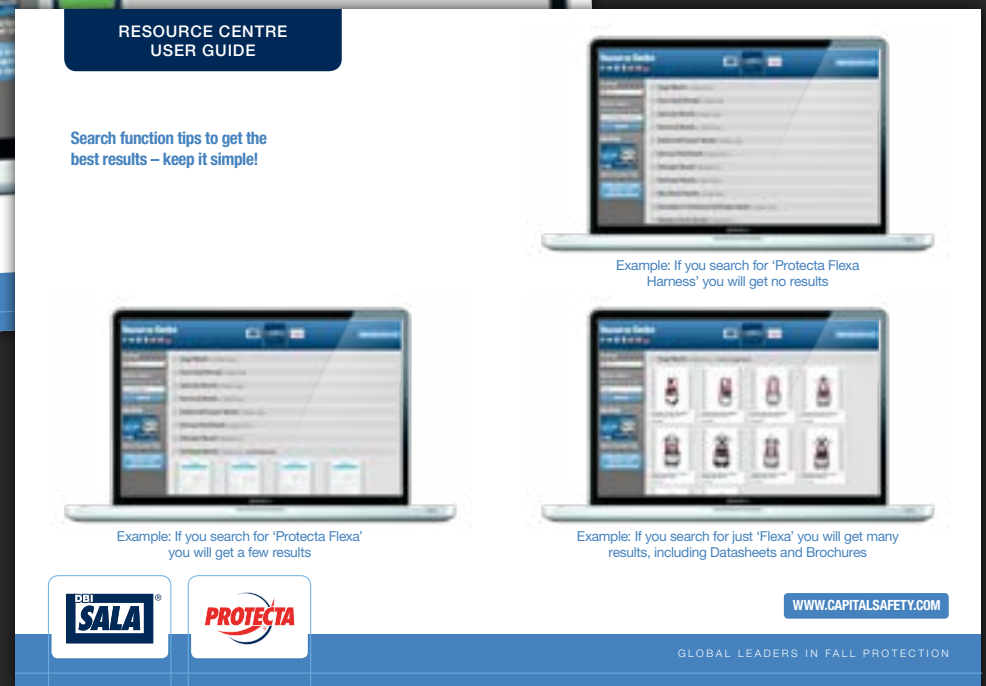
GET IN TOUCH

BACK TO WEBSITE

# CAPITAL SAFETY RESOURCE CENTRE



The accompanying user guide gives comprehensive instructions — in 7 languages.



SEE MORE WORK FOR CAPITAL SAFETY

GET IN TOUCH

BACK TO WEBSITE

# CAPITAL SAFETY RESOURCE CENTRE





The Resource Centre has since grown to 2,944 documents, 3,370 images, 99 product kits, 437 users, and counting.

It is now also used as a platform for marketing product launches as well as a more accessible reference point for internal staff.

[SEE MORE WORK FOR CAPITAL SAFETY](#)

[GET IN TOUCH](#)



[BACK TO WEBSITE](#)



Until we had our Resource centre we were constantly inundated with requests for various images, technical documents etc. As a company who sell hundreds of products, in many languages, across Europe, it was difficult to manage one central source to hold this information. Chemical Code designed an online Resource Centre for EMEA, a tool we now couldn't imagine life without! Not only is this invaluable for our own internal staff but is an amazing resource for our customers who can download information instantly from anywhere in the world, without having to request the information from us.

What's more, we've been able to develop the Resource Centre as the demands from it have changed – now we are able to set parameters on what users are able to access. For instance, sensitive information can be held and only available to certain users, e.g. employees are able to download some information that is not available to external users.

Chemical Code manage the day to day running of the site for us and have been able to suggest ways in which we can grow and develop it. The introduction of this system has not only been invaluable for our customers but has also helped us work more efficiently as a team.



**LUCIE LESSIMORE**  
SENIOR MARKETING EXECUTIVE  
CAPITAL SAFETY EMEA



Digital | Print | Brand | Applied Design Science



© 2012 CHEMICAL CODE LTD. COPYRIGHT EXISTS  
ON ALL PRESENTED IDEAS. THIS APPLIES TO  
ALL CREATIVE CONCEPTS, ARTWORK, STYLES  
INCLUDING THE 'DRAWING OF INSPIRATION' FROM  
SUCH CREATED CONCEPTS, ARTWORK AND STYLES.

BACK TO START