

# shindaiwa®

Wakefly partnered with Shindaiwa, a leading provider of professional-grade outdoor power equipment, to redesign their website and modernize their digital presence. By leveraging Wakefly's expertise in web development and design, Shindaiwa aimed to enhance user experience, improve navigation, and ensure a responsive design across all devices.



## Background

Shindaiwa, a recognized leader in the outdoor power equipment industry, specializes in providing high-performance, professional-grade tools for both commercial and residential users. As a subsidiary of ECHO USA, Shindaiwa's products are trusted by professionals and homeowners

alike for their durability, innovation, and exceptional quality. To maintain their competitive edge and better serve their diverse customer base, Shindaiwa sought a modernized digital presence that would deliver a seamless, user-friendly experience across all devices.



PRODUCTS

ACCESSORIES

PROMOTIONS

ABOUT

SUPPORT



### FEATURED PRODUCTS



600SX REAR HANDLE CHAINSAW



EB910RT BACKPACK BLOWER WITH TUBE-



358TS TOP-HANDLE CHAINSAW



T262 STRAIGHT-SHAFT TRIMMER

## Goals & Challenges

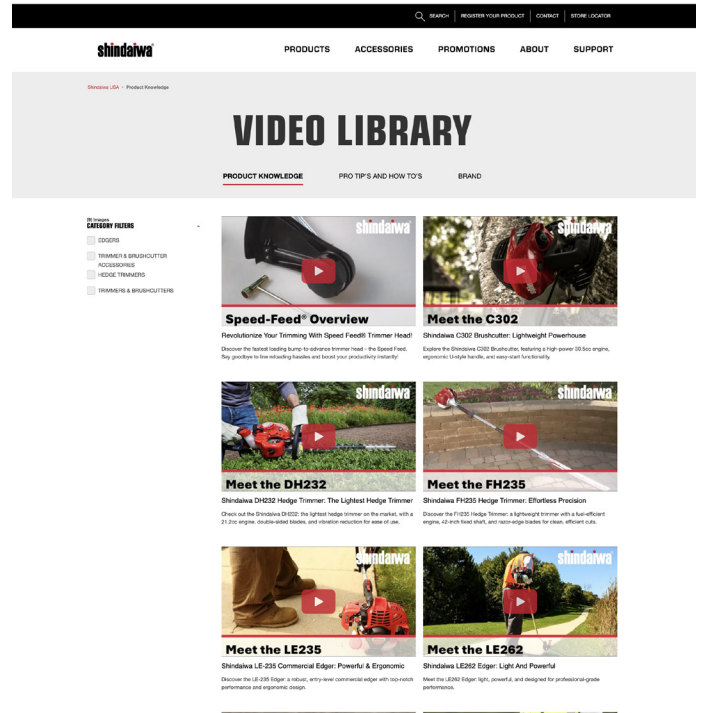
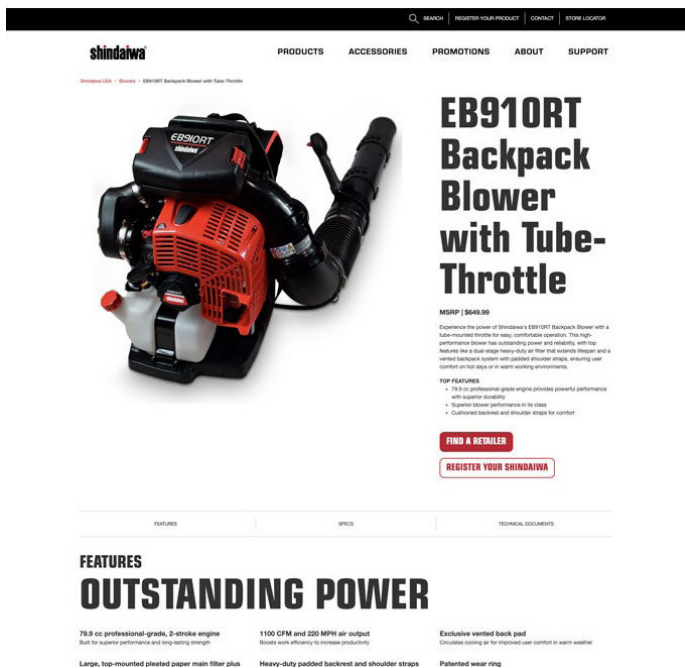
Shindaiwa's existing website was not only outdated, but it also lacked the functionality and user-friendly design needed to support their growing customer base. The website's navigation was unintuitive, making it difficult for users to find specific products or relevant information quickly. As a result, both professional users and homeowners experienced frustration when trying to browse the site. Additionally, the site was not optimized for mobile devices, which led to a poor user experience on smartphones and tablets — a critical issue as more customers turn to their mobile devices for product research and purchases.

Shindaiwa also faced challenges with their product catalog and technical resources. The product filtering system was limited, making it harder for users to compare products or find the most appropriate equipment for their needs. Furthermore, Shindaiwa's website lacked a streamlined process for accessing technical documents, manuals, and other resources, which were important to customers in both the industrial and residential markets.

To stay competitive in an increasingly digital marketplace, Shindaiwa needed a modern website that would not only improve usability but also enhance the customer experience across multiple platforms. They sought a website redesign that would provide faster, more intuitive navigation, a better mobile experience, and advanced features for product discovery and technical documentation.

## Solution

Wakefly partnered with Shindaiwa to redesign their website on the Kentico Xperience 13 platform. The project aimed to create an engaging, user-centric website that would cater to Shindaiwa's diverse audience, including both industrial and outdoor power equipment customers. Wakefly implemented several key strategies:



First, we focused on wireframing and navigation redesign to improve the website's structure. A comprehensive wireframing process helped us create a user-friendly navigation system that ensured visitors could easily find the content most relevant to them. This clear structure laid the foundation for a smooth, intuitive browsing experience across all pages.

Next, we implemented a responsive design to ensure that Shindaiwa's website would be fully optimized for all devices. Understanding that more users were browsing from mobile devices, we prioritized a design that adapted seamlessly to desktops, tablets, and smartphones. This approach guaranteed a consistent and high-quality user experience no matter the device used.

For Shindaiwa's extensive product catalog, we incorporated product discovery and filtering tools to make it easier for customers to find exactly what they were looking for. Users could now easily browse through different product categories, filter results, and compare products. This feature enhanced user engagement by allowing customers to explore Shindaiwa's offerings in a more efficient and personalized manner.

Additionally, we worked closely with Shindaiwa's third-party branding agency to integrate the updated branding into the website. This ensured that the website's new design aligned with Shindaiwa's refreshed visual identity, creating a cohesive experience that reflected their commitment to quality and innovation.

To support Shindaiwa's technical users, we added a technical documentation section with custom search functionality. By incorporating advanced search and filtering options, we made it easier for users to access manuals, specifications, and other crucial technical information, further enhancing the overall user experience.

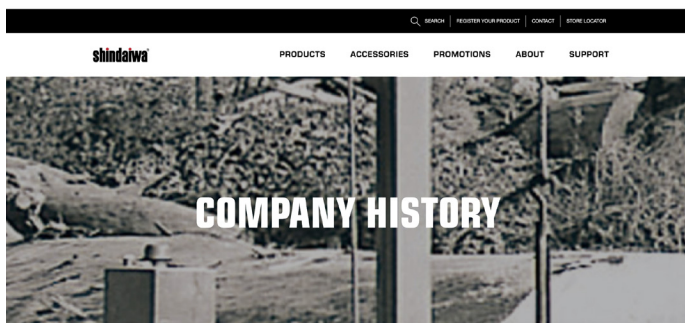
# Results

The redesigned Shindaiwa website successfully achieved the following outcomes:

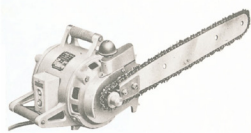
- The new intuitive navigation and responsive design created a seamless browsing experience across all devices, allowing users to easily explore the site whether they were on a desktop, tablet, or mobile phone.
- Advanced product discovery tools, including filtering and comparison features, made it simpler for users to find and evaluate Shindaiwa's products. This increased engagement and allowed customers to make more informed purchasing decisions.
- By integrating updated branding and a modern design, Shindaiwa was able to strengthen its online presence and maintain consistency with its physical branding, ensuring customers had a cohesive brand experience across all touchpoints.
- Finally, the website improvements led to increased customer satisfaction. With a focus on usability and user experience, the website became a more reliable and efficient resource for Shindaiwa's professional and residential customers, meeting their needs and enhancing their overall journey.

## Conclusion

Wakefly's work on the Shindaiwa website redesign demonstrates the power of a thoughtful, user-centric approach to web development. By leveraging Kentico Xperience 13 and implementing innovative solutions, we delivered a modern, functional, and visually compelling website that enhanced Shindaiwa's digital footprint and improved the customer journey. This project not only strengthened Shindaiwa's online presence but also provided a seamless experience for customers seeking the right equipment to meet their needs.



65+ years of innovation, quality, and dedication to professionals



### A LEGACY OF EXCELLENCE

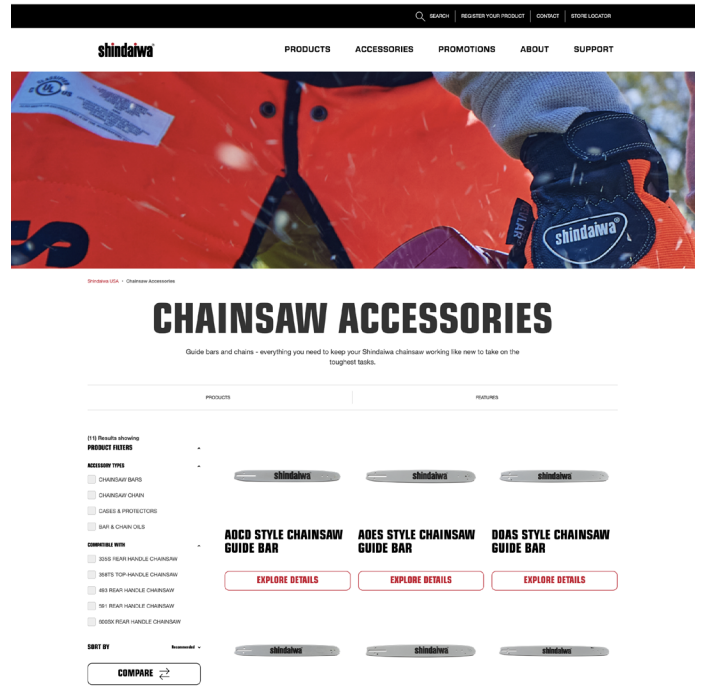
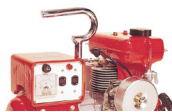
At Shindaiwa, we're driven by innovation, precision, and an unwavering commitment to excellence. Since manufacturing our first outdoor chainsaw in 1958, we've grown to offer a comprehensive range of top-tier outdoor and industrial power equipment designed for professionals. With nearly three-quarters of a century dedicated to advancing technology and product excellence, Shindaiwa remains committed to innovation and growth.

Experience the Shindaiwa difference with equipment crafted for dependability and performance. As a global leader in low-rev-torque engines and advanced technology, Shindaiwa ensures every manufacturing step—from raw materials to finished products—to ensure unmatched quality. When you choose Shindaiwa, you're choosing the trusted, professional-grade reliability of Japanese-engineered equipment built to excel in any task.

### THE BEGINNING

Shindaiwa's journey began during Japan's rapid industrialization and reconstruction. Starting as a small brand specializing in high-precision manufacturing, we introduced our first outdoor power equipment in the mid-1950s. By 1972, we had introduced a portable generator to the market.

The early years laid the foundation for our reputation in outdoor and industrial power equipment. Our commitment to innovation and dedication to clean technology have solidified our reputation as industry leaders.



## Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.