

Client: Ballard Industrial

URL: <https://www.ballardindustrial.com/>

Deployed: January 18th, 2022

Type: Industrial supplies, services, and solutions, B2B & B2C

Overview: Ballard came to Groove Commerce to help bring them over to a more advanced eCommerce platform. They were going to use this as an opportunity to design a site that feels fresh and aligns with today's eCommerce best practices. Additionally this was Ballard's chance to have a more open site allowing for an easier B2C experience, while still having the ability to serve B2B customers. Groove was able to accomplish all of this by leveraging our in-depth design process, implementing complex systems like BizTrak, and providing a white-glove customer experience to get their new site live!

Custom Templates + Web Pages:

- Home Page: <https://www.ballardindustrial.com/>
- Category Page: <https://www.ballardindustrial.com/products/>
- Sub-Category Page: <https://www.ballardindustrial.com/abrasives/>
- Product Detail Page:
<https://www.ballardindustrial.com/sanding-pad-psa-medium-5-dew-dw4382/>
- Cart Page: <https://www.ballardindustrial.com/cart.php>
- Content Page: <https://www.ballardindustrial.com/about-us/#ballard-cares>
- About Us Page: <https://www.ballardindustrial.com/about-us/>
- Careers Page: <https://www.ballardindustrial.com/careers/>
- Site Search Results Page:
https://www.ballardindustrial.com/shop/?search_query=electrical
- Contact Us Page: <https://www.ballardindustrial.com/contact-us/>

Custom Features & Functionality:

- Custom BigCommerce Design
- PageBuilder
- Real-Time Pricing Integration
- Availability Messaging
- Searchspring Site Search
- Product Comparison

- Prop 65 Compliance & Messaging

Applications and Integrations:

- Custom Middleware App Development: Epicor BisTrack / BigCommerce Integration
- Advanced Shipping Manager
- BundleB2B
- Shipstation
- Avalara
- Authorize.net