

SUPREMEX
www.supremex.com

seamless e-business functionality

Headquarters :: Toronto, Canada

Business Description :: SupremeX is Canada's leading envelope manufacturer, utilizing the latest production technologies to output over 30 million stock and custom envelopes daily from their 14 facilities coast to coast.

Objective :: To redevelop and re-launch a complete online solution that incorporates sophisticated e-business technology and the best in information architecture to better meet the needs of SupremeX customers.

CHALLENGE

Earning the status of Canada's leading envelope manufacturer required a great deal of ongoing growth and change for **SupremeX**. Repeated company acquisitions, while leading to rapid corporate growth, also presented a corporate image that was somewhat convoluted and unclear.

It was clear, however, that SupremeX had outgrown their existing online presence. In order to effectively present their expanding organization and evolving product catalogue, SupremeX required a completely redeveloped online presence. This online extension of their business not only had to accurately reflect who SupremeX was and the products they offered, but also needed to incorporate functionality that would meet the ever-increasing expectations of SupremeX's expanding customer base.

Growing and growing :: As a successful and steadily expanding organization, SupremeX had outgrown its previous online presence. Nexvision developed a robust, scalable online solution that effectively meets the needs of SupremeX -- now and for the future.

SupremeX
Canada's Leading Envelope Manufacturer

Challenge :: SupremeX had outgrown their previous online presence and required a scalable solution that allowed them to better serve their many customers across Canada.

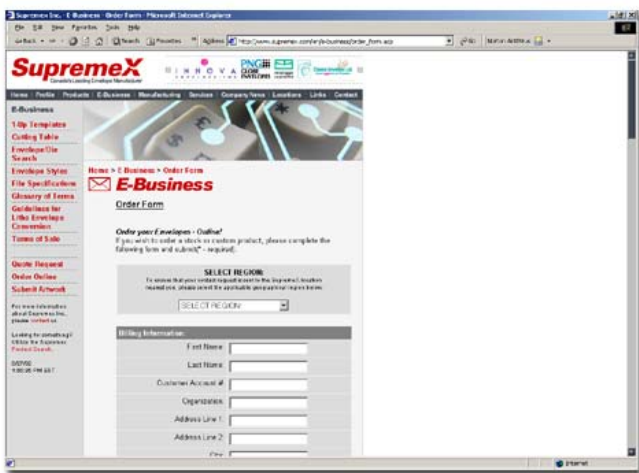
Solution :: Nexvision developed a solution that combines effective architecture and design with useful e-business functionality providing a truly versatile business tool for SupremeX.

Results :: SupremeX can now convey comprehensive company and product information to their customers online, while offering them a great deal of secure e-business functionality such as online quotation requests, artwork submissions and online product ordering.

SOLUTION HIGHLIGHTS

To meet the evolving needs of SupremeX, Nexvision developed a **fully adaptable and scalable online solution** that converged full functionality with comprehensive yet concise company and product information in both English and French.

Directly addressing SupremeX's requirements for a consistent corporate image online, Nexvision incorporated a complete profile of the vision and values of SupremeX with a clear outline of their complex corporate structure. SupremeX's products are organized and presented in a simple yet complete online catalog, while **comprehensive e-business functionality** including online ordering, quotations and artwork submissions define the solution as a valuable tool to current and potential SupremeX clients.



Robust e-business functionality :: The solution developed for SupremeX incorporates a great deal of e-business functionality, including online order processing, artwork submissions and online quote quotations allowing for more effective customer service across Canada.

RESULTS

Through the solution developed by Nexvision, SupremeX is now able to more effectively communicate with their clients, attract new prospects and serve the needs of their customers online.

Communication with clients and prospects is made simpler and more cost-effective through the **complete online information resource** developed by Nexvision. Bilingual company and product information is presented in a current and concise manner online, while the overall image of the company has been significantly clarified and improved. The complete product database delivers to SupremeX sales and marketing staff a **highly adaptable alternative** to printed marketing materials, saving the high costs of printing, modifying and reprinting to reflect a constantly evolving product catalogue.

Comprehensive e-business functionality allows SupremeX to better serve the needs of customers and prospective clients online. Paired with the **online product catalogue**, integrated online ordering and quotation utilities present to SupremeX an entirely **new channel** through which to obtain new business, while features like online artwork submission allow SupremeX to better serve the needs of customers they have already earned.

FOR MORE INFORMATION

n^{ex}vision e-business|solutions

6 Lansing Square
Suite 102
Toronto, ON
M2J 1T5

P 416.499.5040
F 416.499.5044
E info@nexvision.com
www.nexvision.com

full solutions.
one source.