



Windfall Design

Oxfordshire

Northfield House
Northfield End
Henley-on-Thames, Oxon
RG9 2JG United Kingdom

P // + 44 (0) 1491 845 620
F // + 44 (0) 8704 867 662

Melbourne

Level 1
122 Toorak Rd
South Yarra, 3141
Victoria, Australia

P // + 61 (0) 3 9015 9665

windfalldesign.com

Web Development

It was quite refreshing when Cleanaer approached us with their problem. They're a smaller company selling an ingenious range of product that target and eliminate odours from the air; they use a unique purification process.

Our objective was to position Cleanaer online. As with other small to mediums sized business, an online presence would be a more cost effective extension of their business.

We basically created a user friendly E-Commerce CMS website, something that Cleanaer could manage easily. With Cleanaer wanting to target as many people as possible, we decided to take sales outside of the UK and duplicate the site to feature in the USA. All payments are accepted so no one is excluded, users are also able to create accounts and interact with the website. The success of this project is reflected in the high amounts of revenue generated; over 100 products are sold per month.

Resources

- Research
- Brand Development
- Positioning
- Tagline development
- Identity Guidelines