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www.euroclean-ni.com

# EUROCLEAN

## THE COMPANY OVERVIEW

Euroclean NI is one of Northern Ireland’s leading specialists in workwear, mat rental, Obex flooring and commercial laundry. Located in Belfast in their purpose built state-of-the-art machinery and cleanroom complex.

## THE BRIEF

Euroclean wanted to create a more dynamic, colourful and humanistic look to their website, while showing all of the areas that their company specialised in and their full product range without the site being cluttered, messy and hard to navigate. Also Euroclean wanted the site to look distinctive and to differentiate themselves from their competitors.

## THE SOLUTION

Digita realised from the outset that what people engaged with for commercial laundry was the benefits of the services and so we designed and built the whole website with this in mind. Gone were the boring shots of mats being cleaned and in came shots of the mats in situ in stylish car showrooms and professionals working within their environments in super smart and clean work uniform’s.

This immediately gave the website a humanity it had not had before alongside a high level of style which none of Euroclean’s competitors sites had. We then created a user interface on the homepage with a two tier navigation system allowing their consumers to access their sector or product area with just one click.

Stylish, light, airy and engaging to the viewer with great functionality, just what Euroclean wanted.

## THE DIGITA INSIGHT

When a client has a product which is visually weak by rote of its function this is no reason for the website design and architecture to be dull and lifeless. Digita will always try and think differently about a client’s site to maximise its style and desirability. Visit [www.digita.agency](http://www.digita.agency) to find more of our case studies.