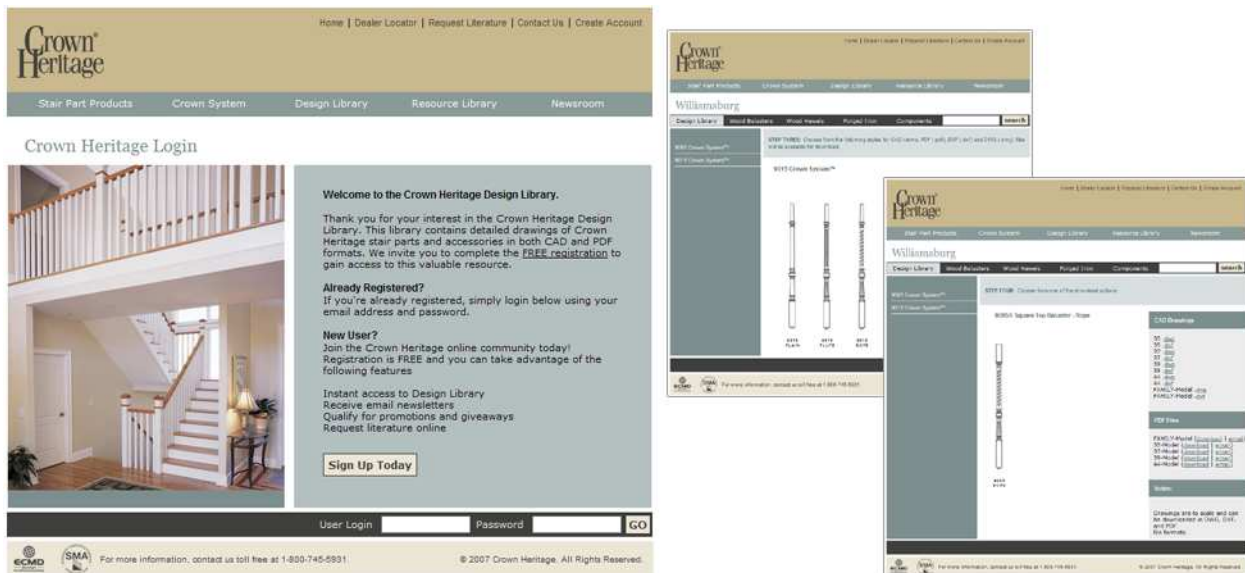


ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

Storrs Building | 10115 Kincay Ave., Suite 150 | Huntersville, NC 28078 | 704.987.1288 | www.zanzico.com



Situation: How can you take your website beyond brochure-ware?

Creative Tool: Online Architect Library

Idea: As part of their unique promise of Design and Craftsmanship, Crown Heritage Stair Parts wanted to offer a website, where builders, architects, and consumers could obtain all relevant information on the products. Zanzico created an architect library for their website. The library contains datasheets and CAD drawings for all of their products. The library was integrated into the existing site and is maintained from the same Content Management System. Users register for access to the library. It's a good trade-off; users have access to files 24 hours a day and Crown Heritage has accumulated a database of motivated, relevant customers.

To learn more about Zanzico and the services that we offer, please contact us today.