

## Case Study of



### Introduction

**Table Tennis Direct is a customer-focussed company that supplies, yep, you guessed it – Table Tennis equipment!**

**They are passionate about the sport and what they do - that comes across when you meet them - the team simply exude energy.**

### The Objective

Wow! The team at Table Tennis Direct wanted to capture the intensity, speed and passion that run through this highly competitive sport.

No mean feat when you also combine this with a top class e-commerce site, a tough brief to meet.

### What We Did

Well, we did not know much about Table Tennis so that was our starting point, we wanted to find out about the sport, have a look at the equipment- but it about a bit, if you like.

From there we worked up some visuals that conveyed speed and movement to give the site the energy feel we wanted, then we fired up the e-commerce dynamo to deliver all the e-commerce gubbins.

### The Results

A site that has proved very attractive to the Table Tennis players that buy bats and nets and blades and rubbers and best of all - robots. On-line sales have increased and the site is now a source of news and information among the Table Tennis fraternity.

Launch a fast serve and take a look at: [www.tabletennisdirect.com](http://www.tabletennisdirect.com)

### Client Overview

#### Client

Table Tennis Direct



#### Key Services

Retailer of mail order  
Table Tennis Equipment

#### Location

Deal, Kent

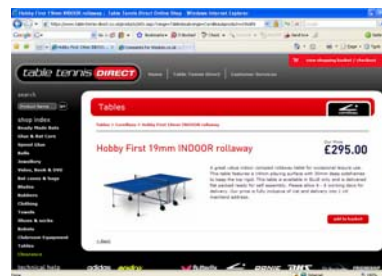
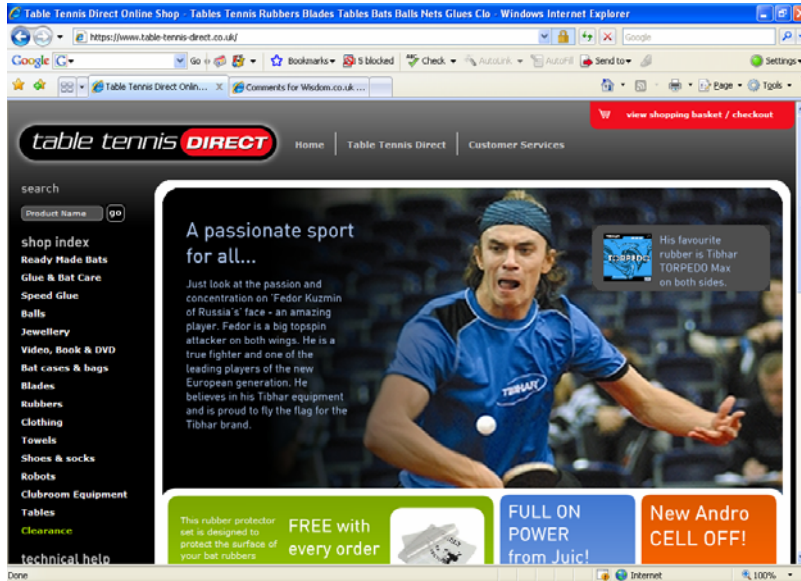
### Services Required

-  website design
-  e-commerce
-  web promotion

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## So What Does Our Client Say?

*"You have done a super job with the new site! Your professionalism, initiative and responsiveness have been excellent. The handling of the job from start to finish was impressive and very supportive. Without the initiative that was used, which is remarkable these days, we would have found it very hard to be able to assist you during our busy period. So thank you very much for that support." (Table Tennis Direct)*

## How long?

Let's make no pretence; this was a big e-commerce site, you just can't produce a site like this quickly, there is so much to consider if you want a site that works **AND** sells products. The initial project was 4 months and required a lot of input from both sides.

## How much?

For a site of this calibre you are talking about a budget of £500+vat per month over the first year to fully establish the site.

Want to find out more?

Then contact us:

**01304 382170**

Or drop us an e-mail:

**info@theicelab.co.uk**