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Guidance Launches CHDist.com

***eCommerce, Web Development, Integration, Strategy, and Hosting and Managed Services
Provided to Create Business and Industrial Equipment eCommerce Website***

MARINA DEL REY, Calif. (Oct. 7, 2013) – Guidance, a web, mobile and social eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the launch of chdist.com, an eCommerce site for C&H Distributors, the leading supplier of quality industrial material handling and storage equipment, supplies, solutions and application advice for businesses of every size and type throughout North America. Guidance provided eCommerce, Web Development, Integration, Strategy, and Hosting and Managed Services for the new site built on the EPiServer Commerce platform.

C&H Distributors engaged Guidance to update their eCommerce site to enable their product, content, and order management teams to easily update and maintain their product catalog.

“We provided C&H with a powerful eCommerce website that offers numerous eBusiness enablement opportunities for day-to-day operations,” said Jason Meugniot, President & CEO of Guidance. “With this new site, C&H can track and monitor different online activities, such as reviewing a real time summary of numbers of orders placed and products in stock.” Additionally, C&H can easily create new product attributes. Upon creation, these attributes are automatically displayed on their associated product detail page (PDP).

Guidance also improved C&H’s merchandising capabilities with a feature-rich PDP. This enhanced page includes image zoom, stock and shipping status, ratings and reviews, and tabbed navigation for product specs, description, associated videos, and resources such as a selection guide. This page additionally promotes conversion with “You May Also Like” cross-selling and “Customers Also Bought” product recommendations.

The site features multiple promotion opportunities in the mega-menu and on the category pages with “popular products”, as well. To ensure a positive user experience, each sub-category page includes drop-down filters to easily find one of the 50,000+ products on the site. And, with the “compare products” feature, users can now review C&H products side by side, thus increasing sales.

For users of C&H’s print catalog, Guidance integrated a digitized catalog to enable quick purchases. Users can search by SKU for their product on this site and each PDP is linked to the corresponding catalog page. For government accounts, the site displays contract pricing post log-in.

Through “My Account”, users are able to self-edit and update their profile at any time, view past orders, subscribe to the print catalog and/or promotional emails, review their “Shopping List”, and store alternate addresses (for shipping to multiple company locations or subsidiaries and friends). Furthermore, the site incorporates live chat, order tracking, one-click ordering via “Quick Order”, and links to C&H’s WordPress blog, YouTube channel and, Facebook and Twitter social profiles to encourage expansion of the Company’s social networks.



Guidance deployed solutions to integrate EPiServer Commerce with Scene7 (image management), PowerReviews (reviews & ratings), Invodo (videos), QAS (address validation), plus integrations for other third party solutions in tag management, product recommendations, credit card processing, email marketing, SOLR (search), C&H's in house ERP, OMS, and inventory systems, and many more.

"The knowledge base and experience Guidance has with EPiServer is extensive and exactly what we needed," said Melissa Bagley, Director of E-Commerce, C&H Distributors. "Their superior technical expertise helped us provide our customers with a better shopping experience."

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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