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Guidance Launches EnvironmentalLights.com

***Custom Web Development, Creative & UI Design, Integrations, and Hosting Services
Provided to Create LED Lighting Commerce Website***

MARINA DEL REY, Calif. (September 5, 2012) – Guidance, a web, mobile and social commerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the launch of EnvironmentalLights.com, a commerce site for sustainable, energy-efficient LED lighting products. Guidance provided web development, creative & UI design, and hosting services for the new site built on the Magento® Enterprise platform.

EnvironmentalLights.com was previously built on a custom ecommerce platform that was difficult to update. The new site provides EnvironmentalLights.com with rich product detail pages and simple site administration.

“Purchasing LEDs can be overwhelming because of the rapidly changing technology and numerous product attributes and specifications,” said Greg Thorson, President, EnvironmentalLights.com. “Guidance designed an intuitive product detail page that greatly improved content merchandising and ultimately conversion.”

The product detail pages were designed to highlight the 150 attributes per product to generate an educational shopping experience for the buyer, which is crucial in lowering the amount of shopping errors and returns.

“We worked with EnvironmentalLights.com on a strategy to reduce online returns,” said Jason Meugniot, Guidance’s CEO, “Our teams implemented special alerts for ‘required products/parts’ to ensure orders are placed accurately the first time.”

Users are alerted that the item placed in the shopping cart requires additional parts/products; if the required item is not added to the cart, users are prompted to acknowledge that, through a checkbox.

The project also required a highly complex product shipping/rating/freight engine and data migration from two highly disparate commerce platforms - a .NET shopping cart platform and a PHP shopping cart platform.

Guidance integrated Magento Enterprise with Facebook, Twitter, Pinterest, YouTube, LinkedIn, Google Plus, Houzz, Amazon Cloud Hosting, UPS, U.S. Postal Service and FedEx. The platform was also integrated with Magento modules to import the product catalog and meet EnvironmentalLights.com requirements.

About EnvironmentalLights.com

EnvironmentalLights.com is a leading resource for sustainable, energy-efficient LED lighting products to meet the needs of business, commercial and residential clients. Founded in 2006 by Greg and Anne Thorson, the company offers a broad spectrum of light bulbs, strip and rope light, under cabinet light systems, Christmas lights, dimmers, controls and necessary hardware for any lighting project. For more information, please visit <http://www.EnvironmentalLights.com>.



About Guidance

A Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized commerce 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 commerce.

Brands such as Bank of America, Behr, The Coffee Bean & Tea Leaf, Foot Locker, Honda, 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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