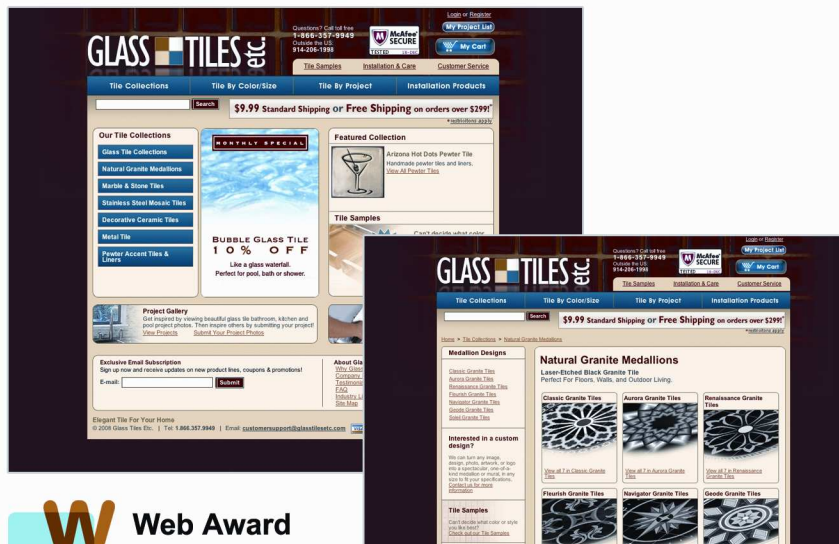


Client Glass Tiles Etc.

URL [www.glasstilesetc.com](http://www.glasstilesetc.com)



**Web Award**  
Website Design



**W3 Silver Award**  
Website Design

### The Situation:

Glass Tiles Etc., a manufacturer of luxury glass tiles for the kitchen, bath and pool, has over 60 years of involvement in the home décor industry. They knew the market and they knew their customers well. By providing only the highest quality tile and unparalleled customer service, they had developed a strong reputation with consumers and “trade” customers.

### The Challenge:

To provide an additional distribution channel to their existing customers and to gain additional market share, Glass Tiles Etc. wanted to launch an e-commerce business. Due to internal resource constraints, the decision was made to outsource the development, support and marketing of the site.

### The Solution:

Tachyon Solutions was chosen to assist Glass Tiles Etc. with the development of the new site. Able Commerce was chosen as the e-commerce platform which provided a strong and scalable platform for future growth. As part of the implementation, Tachyon's User Experience team created an award-winning look and feel. Separate paths were developed for consumers and professionals who can register for a “Pro Account.” An intuitive navigation was created that highlighted paths to the Sample Program which allows customers to order sample tiles at a very low price. And a section for submitting information about completed projects was also developed. The site was integrated with Glass Tiles Etc's ERP system to provide a seamless experience for customers. Since its initial launch, Tachyon Solutions continues to provide ongoing technical support, as well as SEM, SEO, and email marketing services.