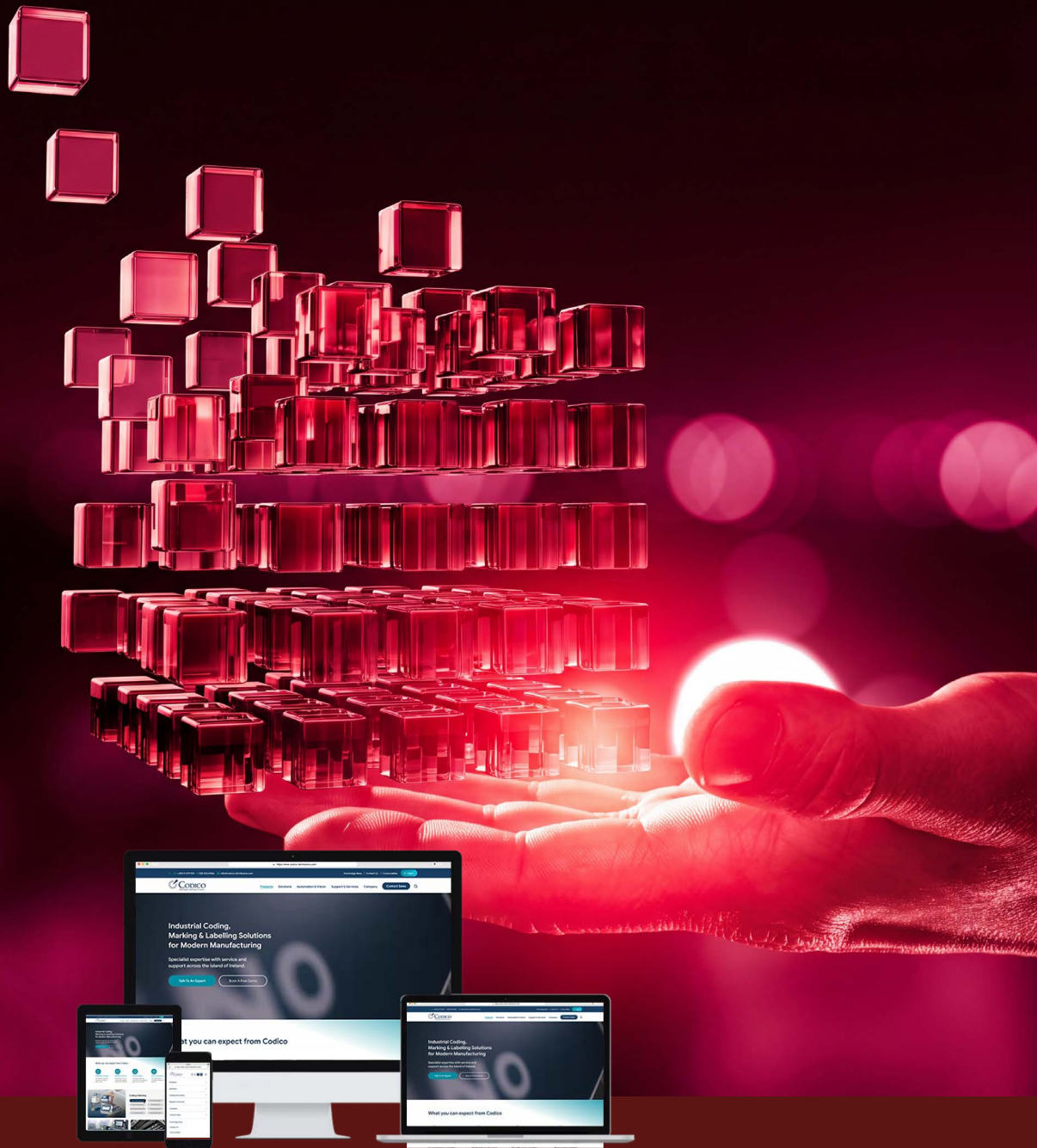




The Story Behind the Codico Website

A Grofuse Website Case Study

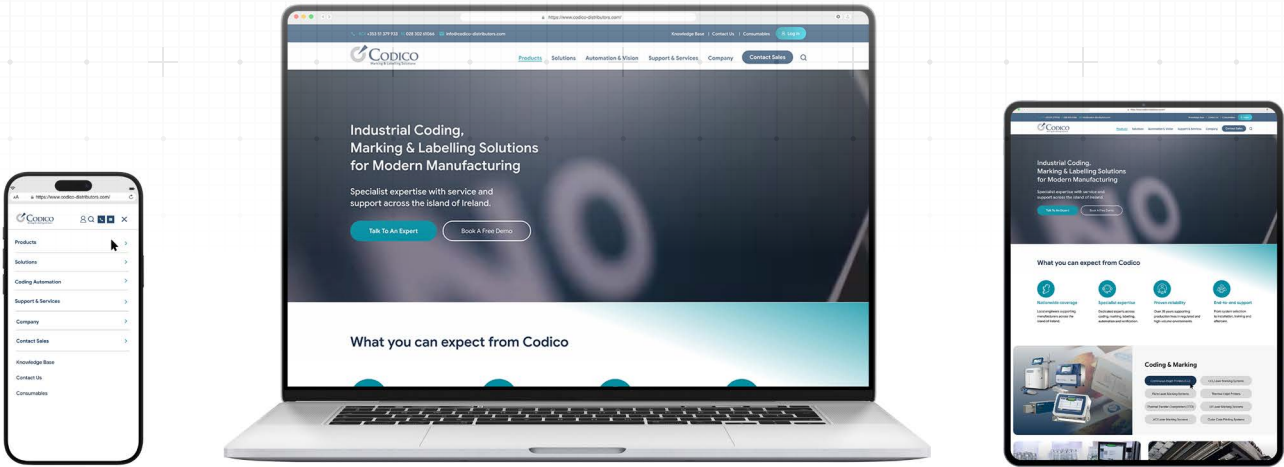


Building a Website That Works as Hard as the Business Behind It

Codico Distributors is one of Ireland’s leading suppliers of industrial coding, marking and traceability solutions, working with manufacturers across a wide range of industries. Its extensive product range and technical expertise help businesses improve product identification, compliance and production efficiency.

As the business continued to grow, Codico needed more than a new website. They needed a digital platform that could showcase a complex product range, support the sales team and make it easier for customers to find the right solution.

This case study explores how strategy, content, UX and development came together to create a website that supports both customers and business growth.



PROJECT SNAPSHOT

Client:
Codico Distributors

Industry:
Industrial Coding, Marking & Labeling Solutions

Services:
Discovery • Strategy • UX • Content • Design • Development

Project Scope:
75+ Pages • Product Catalogue • Knowledge Hub • SEO • Lead Generation



“They took the time to understand our business, our customers and what we needed the website to achieve.”



A Growing Business Needed a Website That Could Keep Up

As Codico expanded its product range, services and expertise, the website needed to do more than look modern. It had to help customers quickly find the right products and solutions, support the sales team with valuable resources and provide a stronger platform for lead generation.

Codico's audience also had very different needs. Some visitors searched for a specific product, while others looked for an industry, application or technical solution. The new website needed to support every journey without overwhelming users.

From the outset, the goal was clear: create a website that made complex information simple, while providing a scalable platform for future growth.

PROJECT CHALLENGES



Growing product catalogue



Multiple customer journeys



Technical content



Stronger SEO foundation



Better lead generation



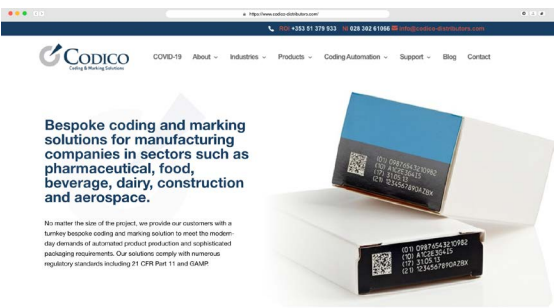
Scalable for future growth

KEY TAKEAWAY

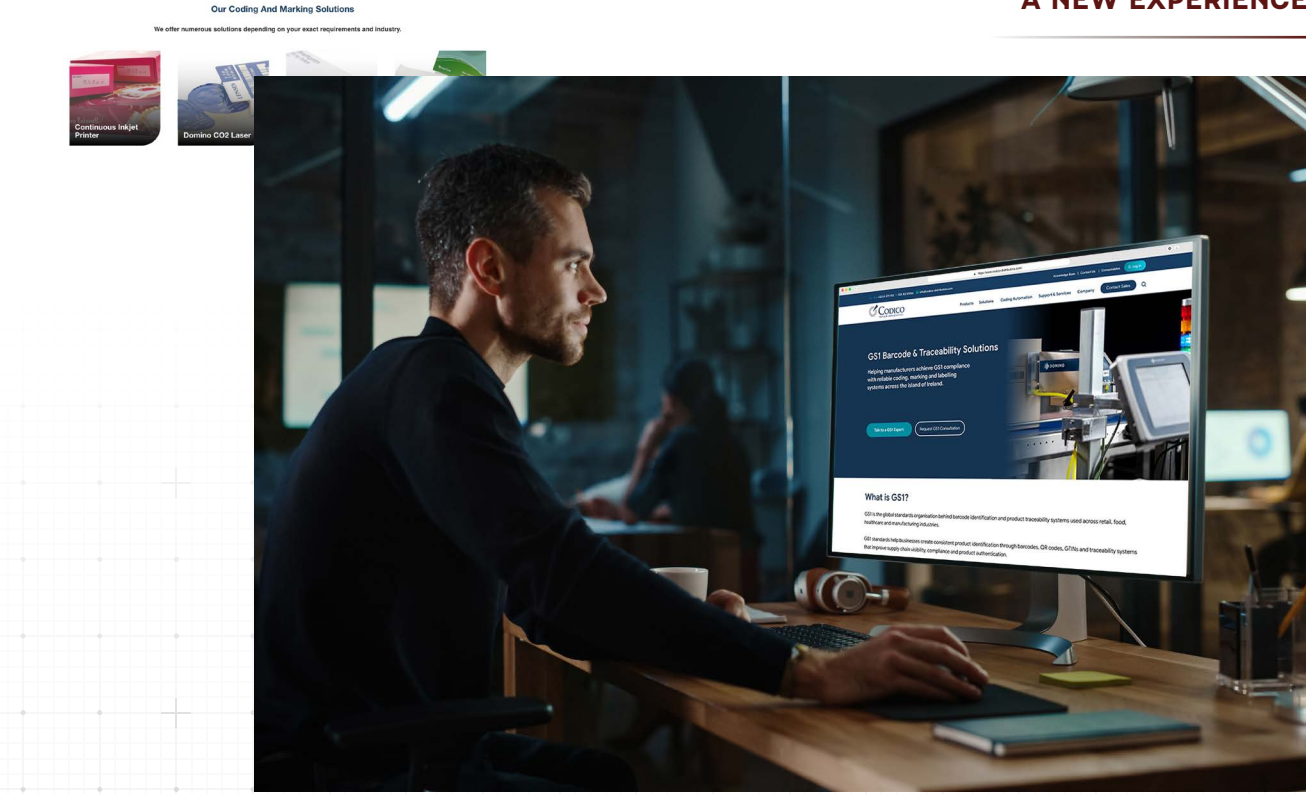
“The project wasn’t about replacing a website. It was about creating a platform that could support the next stage of Codico’s growth.”



THE OLD WEBSITE



A NEW EXPERIENCE



Discovery Before Design

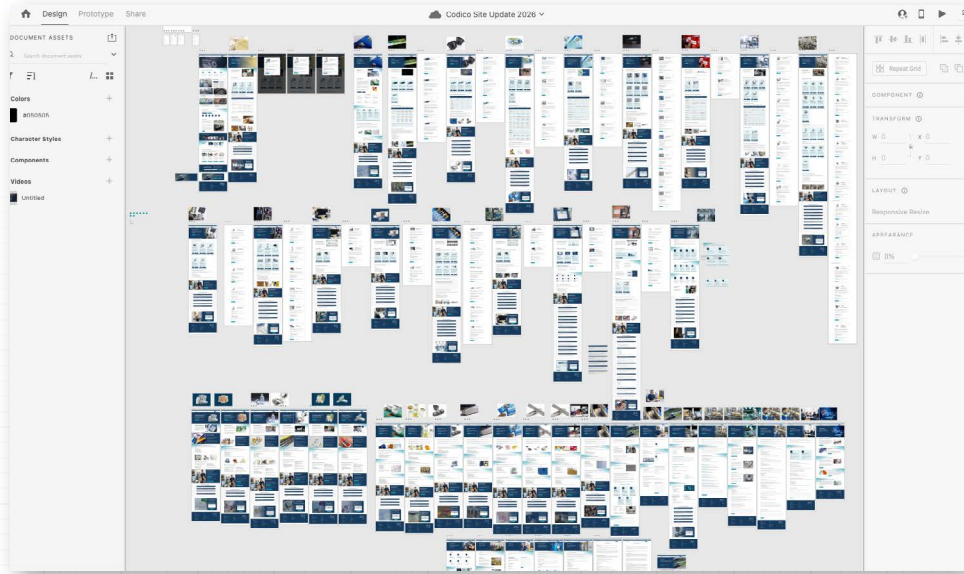
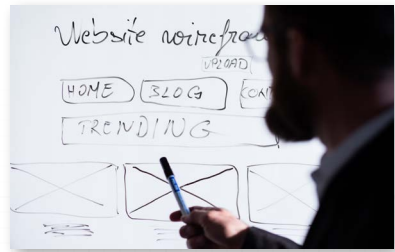
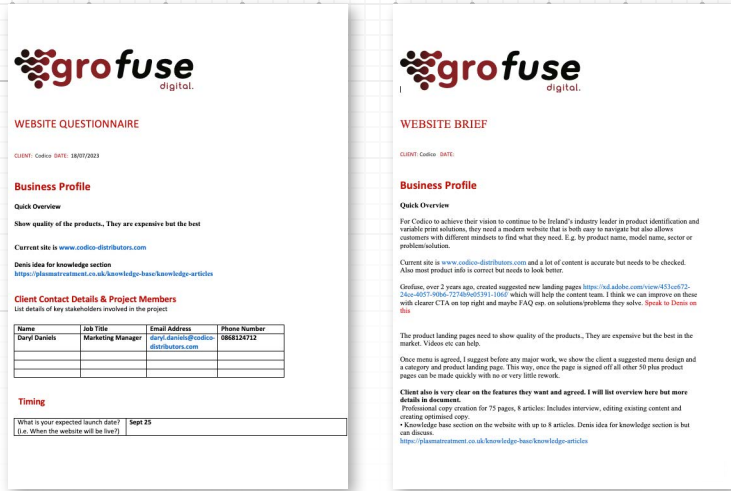
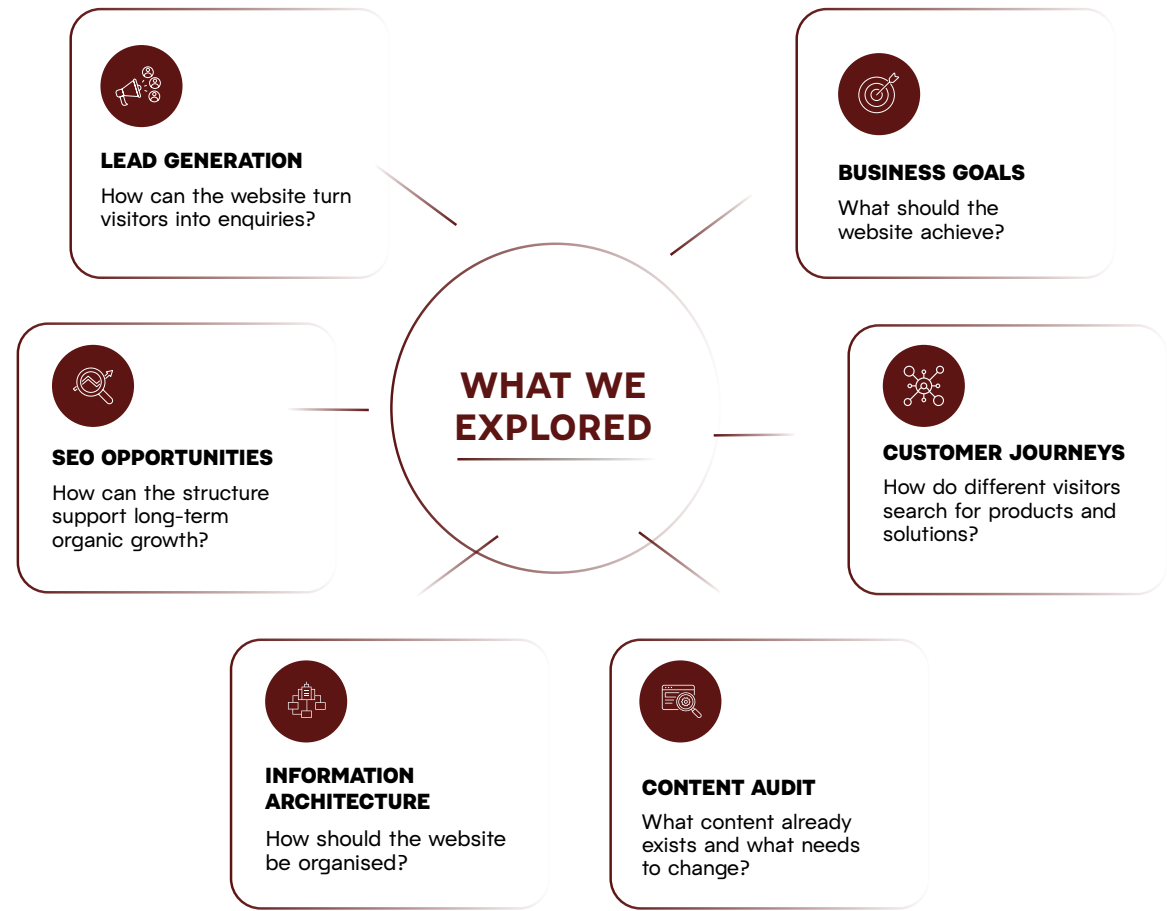
Every successful website starts with questions, not layouts.

Before creating a single wireframe, we worked closely with the Codico team to understand how the business operates, who its customers are and what the website needed to achieve. From product categories and industries to customer journeys and lead generation, every conversation helped shape the decisions that followed.

This discovery phase gave us a clear direction. Instead of making assumptions, we built a strategy based on real business needs, creating a solid foundation for the site's structure, content and user experience.

KEY TAKEAWAY

Great websites don't start with design.
They start with understanding the business.



Making Complexity Feel Simple

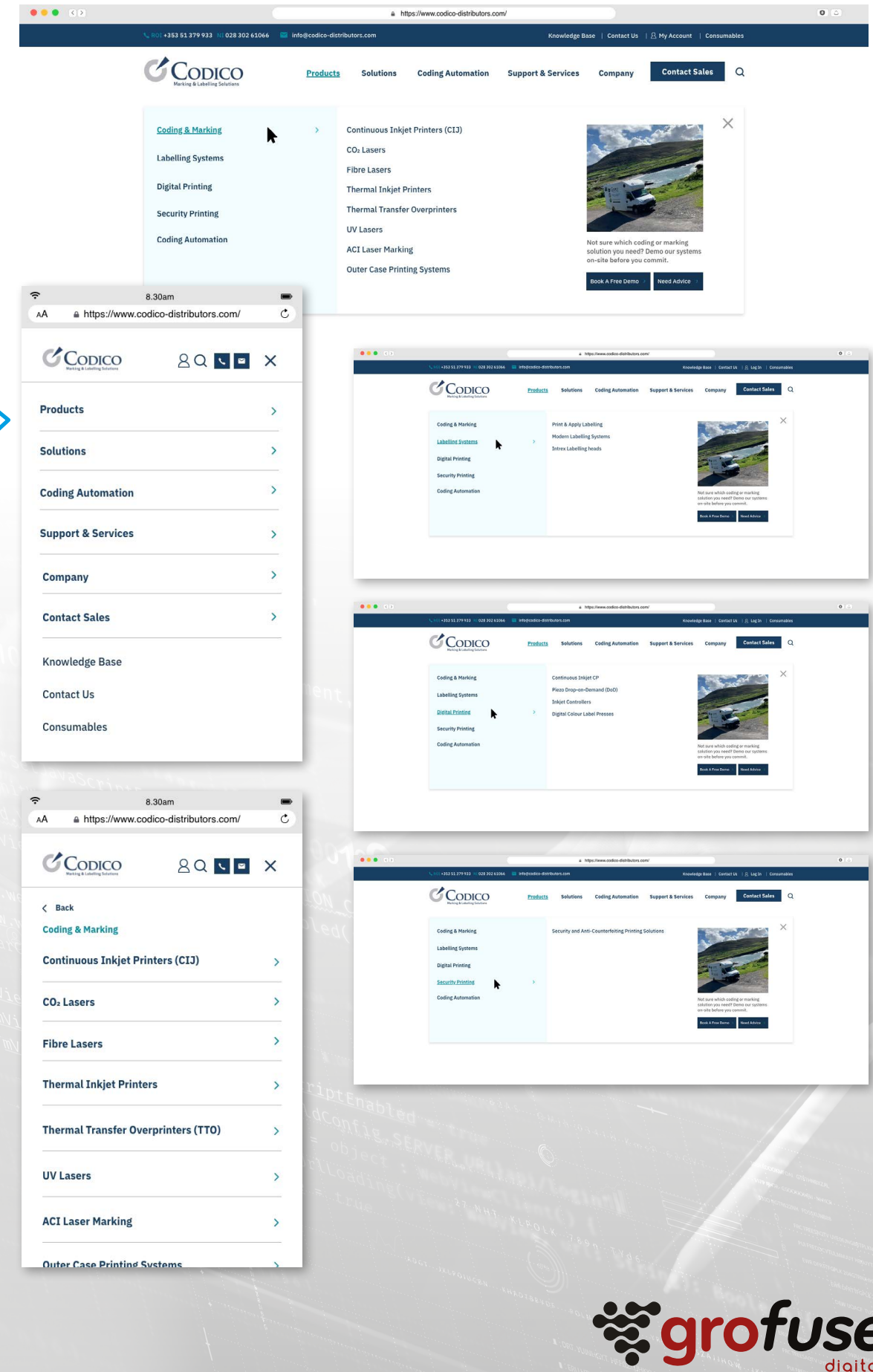
With more than 75 pages covering products, industries, services and technical resources, organisation was just as important as design.

Every section of the website was carefully structured to help visitors find what they needed quickly, whether they arrived knowing the exact product they wanted or were exploring solutions for a particular industry or application.

The result is a navigation system that feels straightforward despite the complexity behind it, helping users move confidently through the website while making future expansion straightforward.

KEY TAKEAWAY

Good navigation isn't about menus.
It's about helping people find what they need.



Content That Guides Every Journey

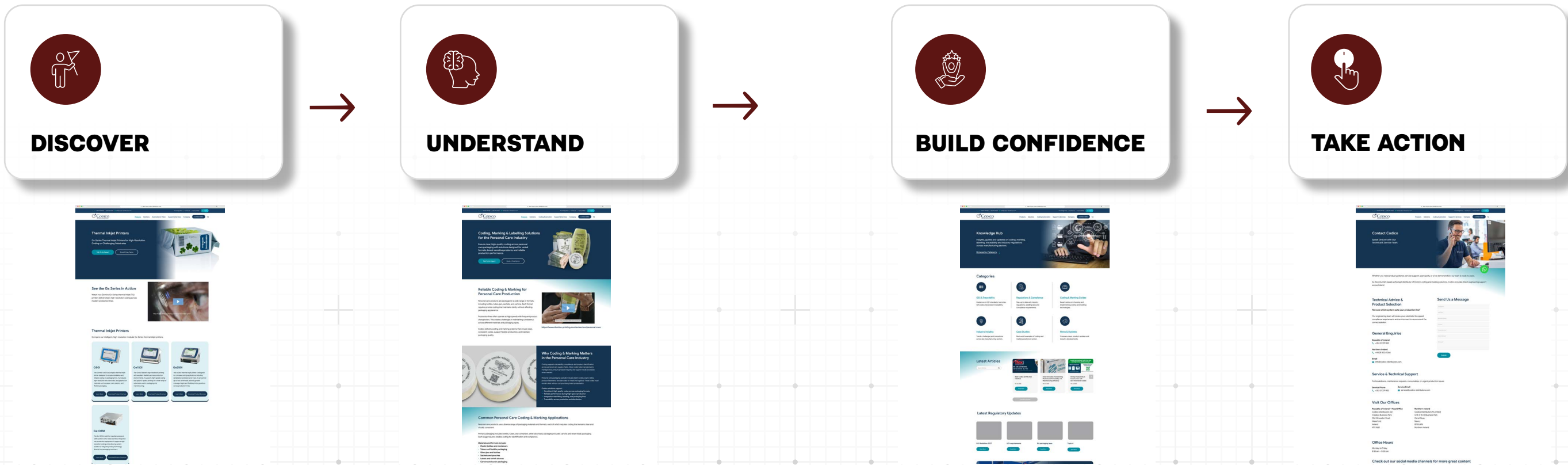
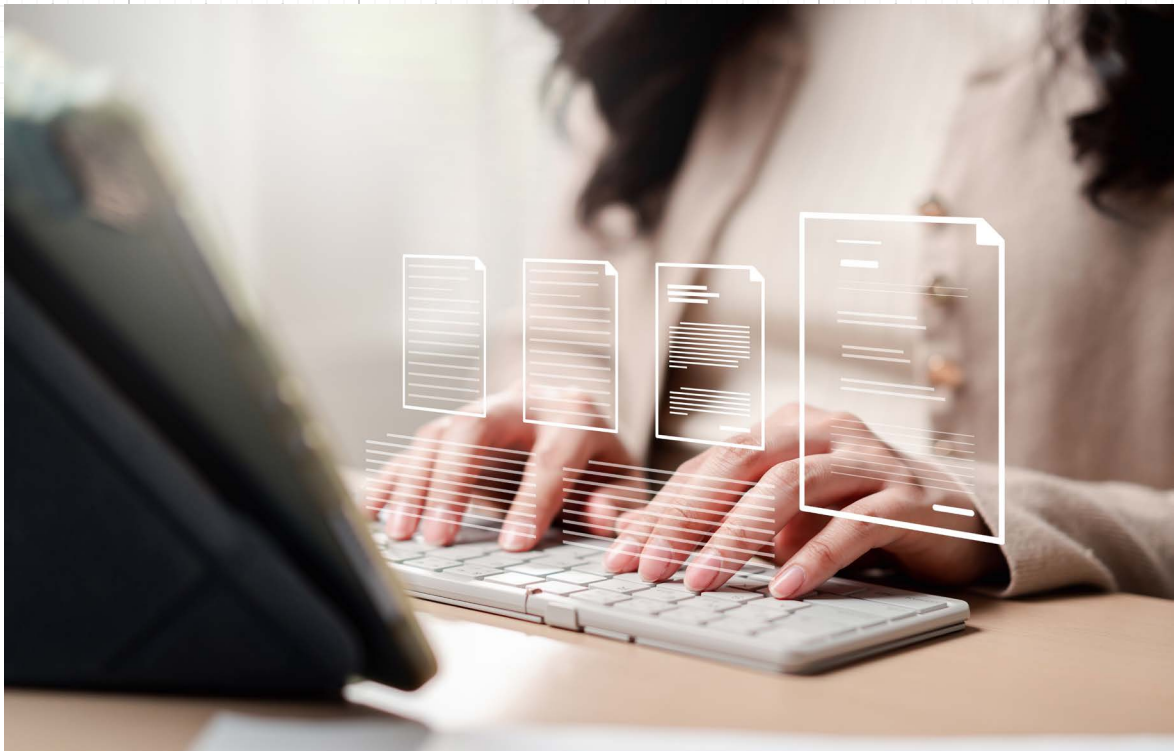
A well-structured website needs content that works just as hard as its navigation.

Every piece of content was written with a clear purpose, whether introducing a product, explaining an industry application or sharing technical expertise through the Knowledge Hub. Together, the content helps customers understand complex topics, build confidence in Codico's expertise and take the next step.

The result is a website where every page contributes to the overall customer journey, making it easier for users to find answers, build confidence and take the next step.

KEY TAKEAWAY

Great content doesn't just inform.
It helps people make decisions.



Where Strategy Meets Experience

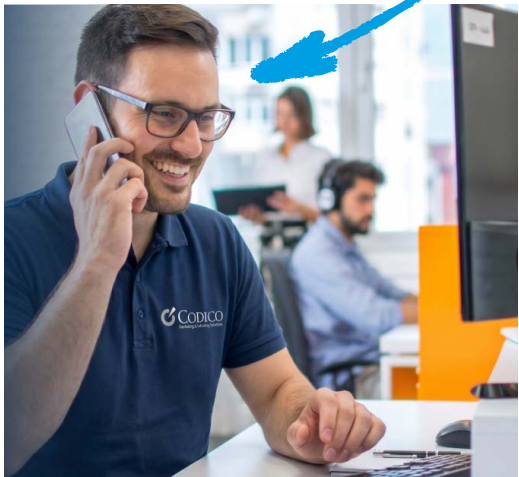
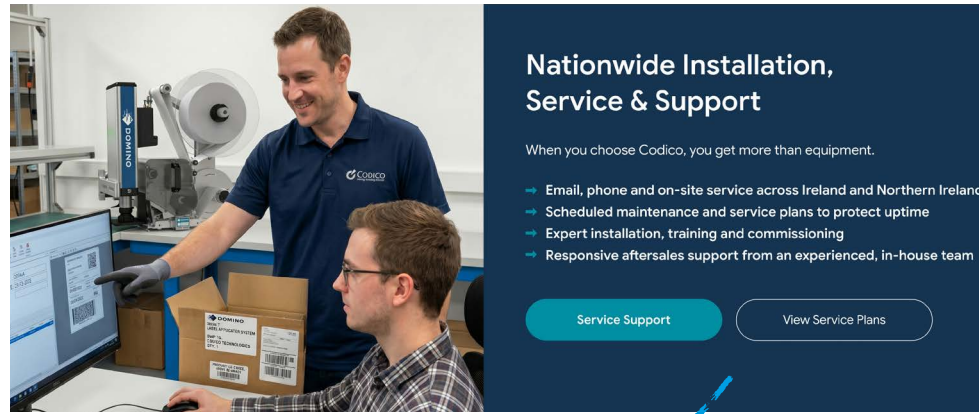
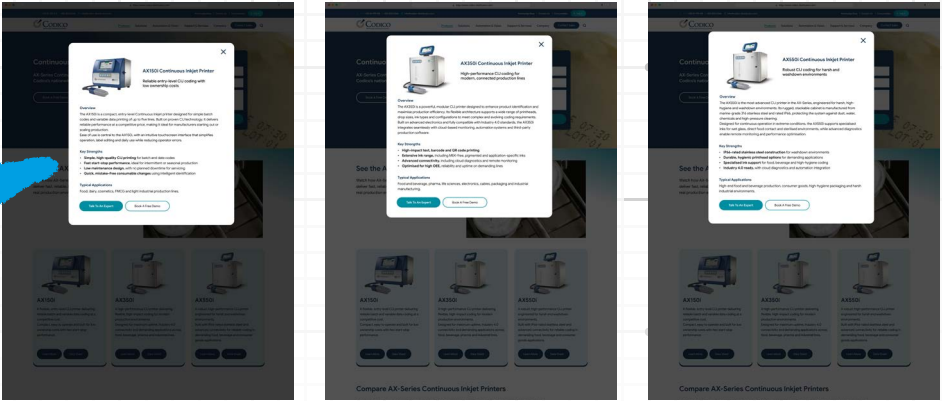
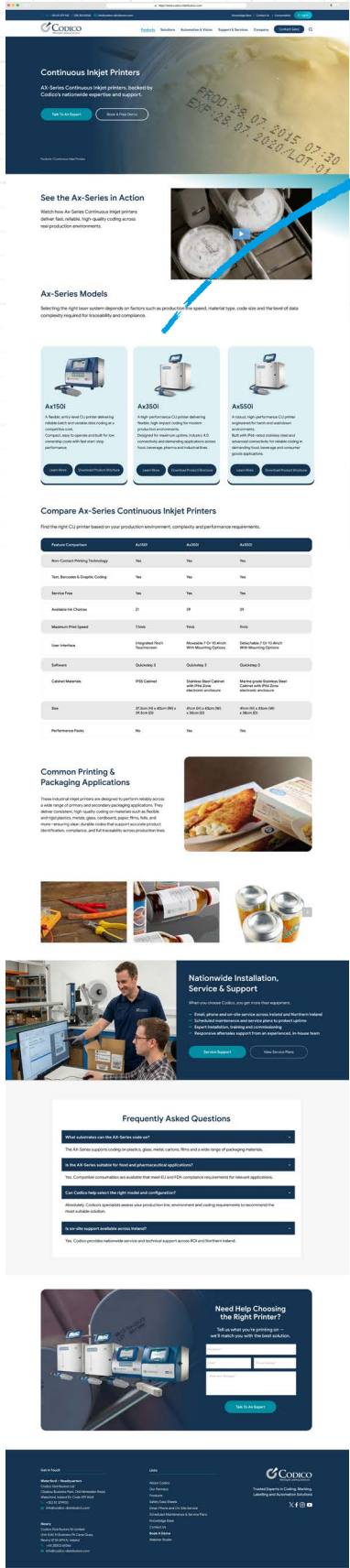
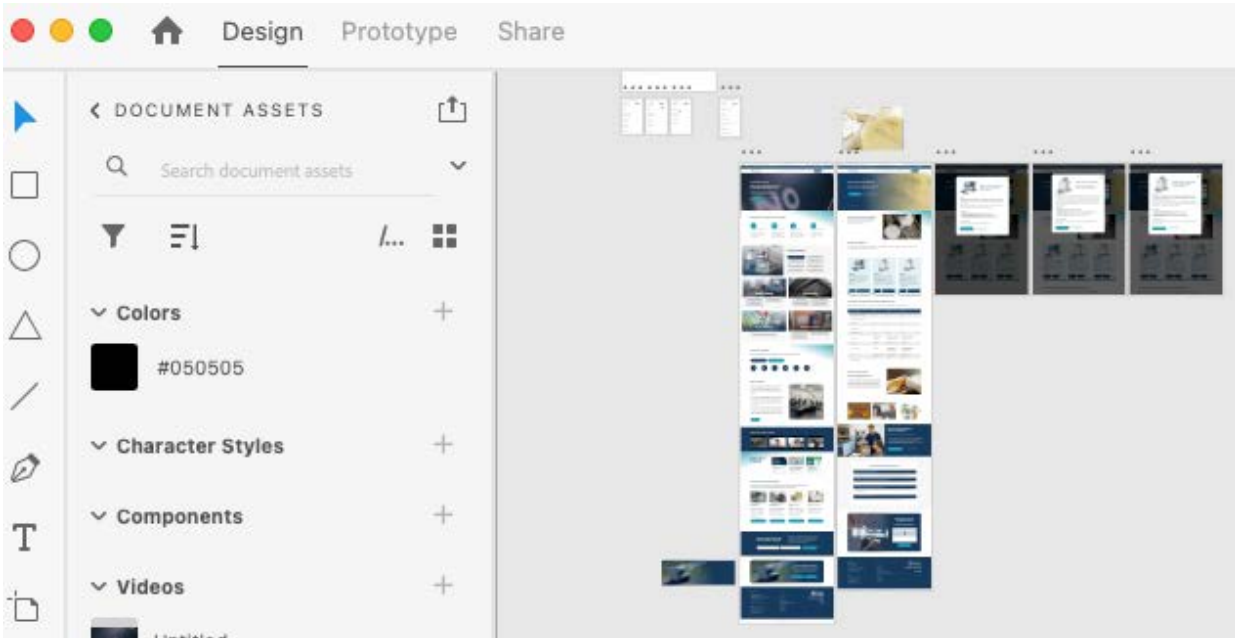
Every design decision was guided by the work that came before it.

With the structure, content and customer journeys defined, we focused on creating an interface that felt clear, consistent and easy to navigate. From the homepage to individual product pages, each page was designed to help users find information quickly, build confidence and move naturally towards an enquiry.

The result is a modern digital experience that reflects Codico's expertise while making technical information easy to understand.

KEY TAKEAWAY

Good design isn't decoration. It's how strategy becomes something people can use.



Built for Growth

A successful website shouldn't need replacing every few years. It should provide a strong foundation that grows alongside the business.

The new Codico website was developed with performance, flexibility and scalability in mind, making it easy to manage products, publish new content and expand as the business evolves. Behind the scenes, the technical build supports the same principles that shaped every stage of the project: clarity, consistency and long-term growth.

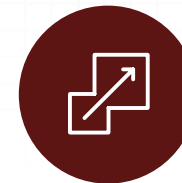
KEY TAKEAWAY

A website isn't finished when it launches. It's ready for what comes next.



EASY CONTENT MANAGEMENT

Simple for the Codico team to update.



SCALABLE STRUCTURE

Ready for new products, industries and services.



PERFORMANCE FOCUSED

Fast, responsive and built for a smooth user experience.



SEO READY

A strong technical foundation for long-term visibility.



RESPONSIVE BY DESIGN

A consistent experience across desktop, tablet and mobile.



The Outcome

What began as a website redesign became something much more: a digital platform built to support Codico's next stage of growth.

Every decision, from discovery and content strategy to design and development, was guided by a simple objective: creating a website that works as hard as the business behind it.

Today, Codico has a website that makes it easier to showcase its products, support customers and continue growing with confidence.

Explore the Website

The best way to understand the outcome is to experience it yourself.

KEY TAKEAWAY

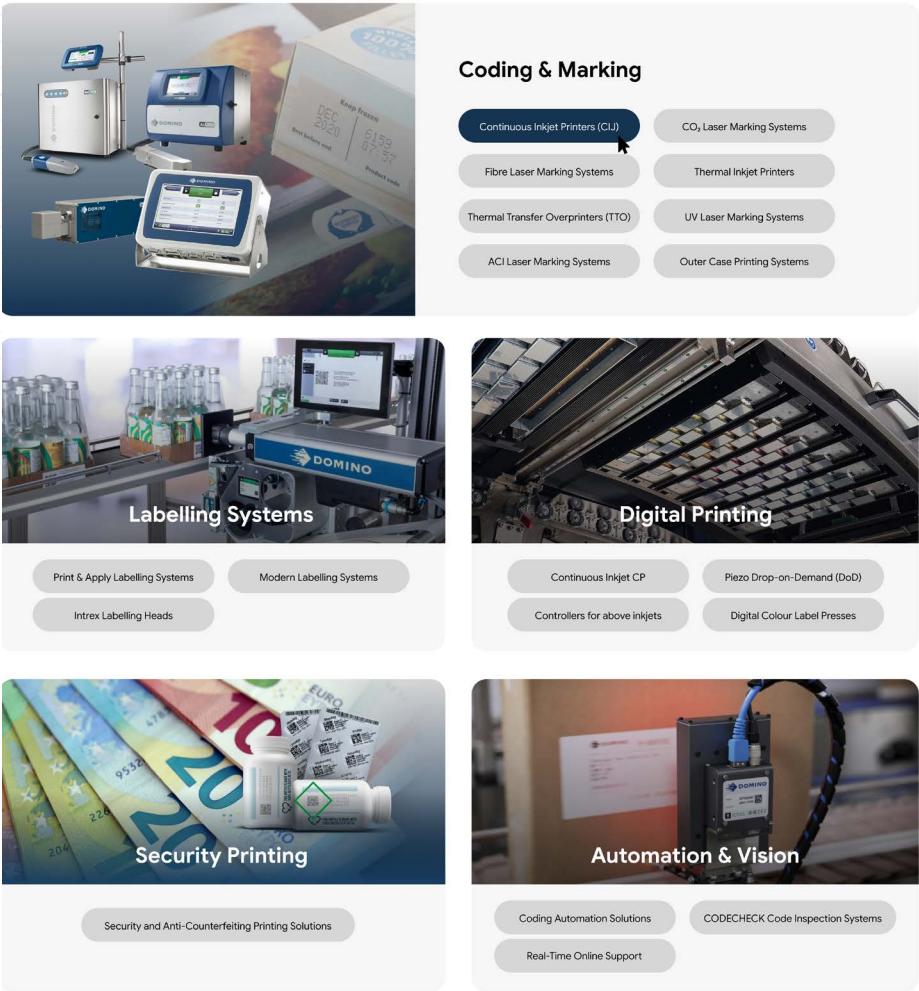
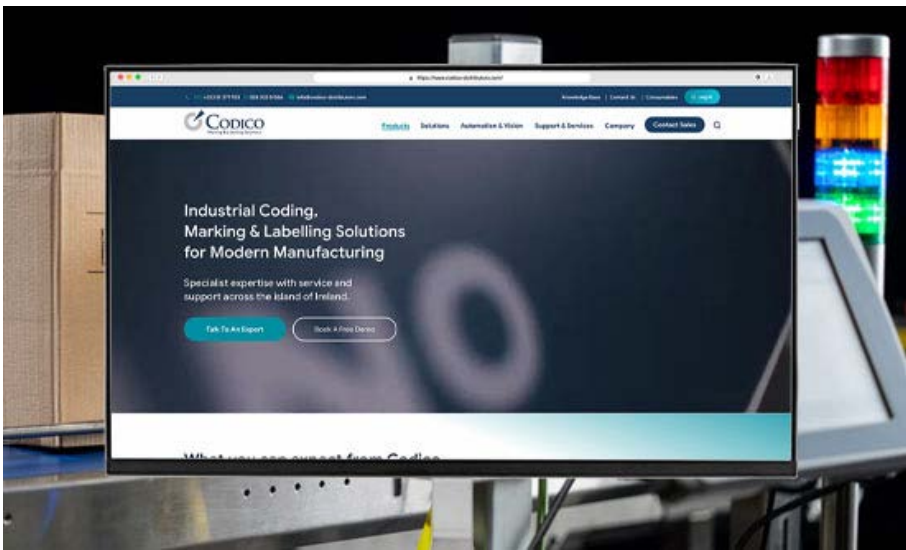
Great websites aren't measured by how they look. They're measured by what they help a business achieve.

Visit the Codico website →

<https://codico-distributors.com/>



Codico Distributors



YouTube



Codico Distributors

“We had a fantastic experience working with Grofuse on the development of our new website. From start to finish, the team were professional, responsive and easy to work with. They took the time to understand our business, our customers and what we needed the website to achieve. The finished site gives us a much clearer platform to showcase our products, services and solutions.”

Ross O’Keeffe, Codico Distributors





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NI/GB +44 2871 876717 | ROI +353 1 568 6922

www.grofuse.com

