



**Wrights**

## Case Study

### Wrights

Client: Wrights  
Sector: Food Industry  
Description: CMS Website

# Wrights



#### The challenge

GSD® was asked to develop a new website for Wrights – a leading manufacturer of baked goods, confectionery and ready meals with 87 years of heritage. This family-owned company also has 11 retail outlets, a fresh wholesale delivery service and a frozen food operation delivering both ready-baked and un-baked products. Wrights produces more than over 5 million items a week and exports to over 26 countries.

#### The solution

The GSD® team devised:

- A warm, accessible brand image that maximises food photography to create a user-friendly website that serves up product information, news, interactive e-brochure downloads and more.
- Clear strategies to address Wrights three distinct market segments: baked goods, confectionery and ready meals.

#### The result

- An easy-to-navigate and easy-to-manage website that enables Wrights staff to quickly populate pages via the content management system.
- More new business enquiries plus a convenient portal for distributing PR stories about Wrights staff, products and new technology.

#### The applause

*"As a family-run business with a long history, we needed a design company that could quickly get to grips with our unique ethos and communicate it. GSD® are delivering just what they said they would. Thanks!"*

Martin Watson – Managing Director

Crème de la Crème Business Award for Outstanding Business Achievement 2011  
High Sheriff's Innovation Award for Enterprise 2011  
UK Action Coach Innovation Award 2011  
Gold FE First Award for Best Annual Report 2009  
Silver Heist Award for Best FE Prospectus 2009  
Silver Heist Award for Best Website 2008  
South Cheshire Business of the Year 2004  
Runner Up – Cheshire Business of the Year 2004  
Investor in People & ISO 9001 accreditations 2002-2009  
ISO 14001 Environmental Certification  
FEFC Design Award 'College Charter of the Year' 1994  
James McNaughton Design Review Awards 2004  
Inventors of the interloopmailer® [www.interloopmailer.com](http://www.interloopmailer.com)  
Graham Shapiro - Young Businessman of the Year 2007  
GSD® are members of The Chartered Society of Designers  
Graham Shapiro - Shortlisted for The Director of the Year 2011 - The Institute of Directors

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