


JURA/CAPRESSO Magento Development & Support



 **100%** increase in US Operations
2014 vs 2015 **With New B2C Digital Channel**

 **Margins** dramatically improved
with powerful web stores selling direct to consumers

 **120%** increase in sales projected
for year 2 working with Redstage Managed Services

Our website was outdated, underachieving and needed a considerable overhaul. Redstage was the perfect partner to help us build our brand and drive home our corporate vision. It's been a pleasure working with the Redstage team now and in the future.

**- Stephen Cracchiolo, Operations Manager,
Jura Inc.**

OVERVIEW

Jura, an industry leading Swiss coffee appliance manufacturer, came to Redstage with limited ecommerce capabilities, and two out of date sites, which did not appropriately represent their brand. Redstage designed and developed brand new custom, responsive Magento Enterprise stores for both the Jura and Capresso brands. The result was 100% growth in the entire US operation.

SOLUTION

Jura Capresso is an independent division of Jura that serves the US market with both the Jura and Capresso brands. Their sites were aging and had limited ecommerce capability.

Redstage redesigned their sites and launched brand new Jura and Capresso stores which have been rapidly exceeding targets across the board, more than doubling their US operations within the first year of the site launch.

Enabled with a proper B2C channel, margins have dramatically increased.

We are extremely proud of this project and the results we're seeing with our partners.

It's a pleasure working with the Jura/Capresso team and we're happy to support them now and long into the future.

