

TPE PARTS Case Study



COMPANY OVERVIEW

TPE Parts is a global one-stop solution for genuine and aftermarket spare parts across automobiles, heavy equipment, trucks, and tractors. With strong supply chain expertise and global shipping capabilities, they ensure 92% part availability from major brands worldwide.

PROBLEM

TPE Parts needed a professional, easy-to-navigate, and conversion-focused website that could reflect their wide parts inventory, international shipping expertise, and strong brand partnerships. The old digital presence didn't fully capture their market strength or global reach.

CHALLENGES

- Structuring a large and diverse product range while maintaining a simple user experience.
- Communicating technical product details effectively for varied customer bases from Africa, Middle East, and Asia.
- Integrating a seamless inquiry and quotation system while keeping the user interface clean and intuitive.

RESULTS

- Increased website traffic and improved lead generation.
- Positive user feedback on site speed, usability, and order process.
- Stronger online brand positioning aligned with their global operations.

SOLUTION

We developed a robust, modern, and responsive website for TPE Parts that:

- Showcases product categories like Car Parts, Truck Parts, Heavy Equipment Parts, and Tractor Parts.
- Highlights brand partnerships and parts sourcing strengths.
- Features a clean, structured layout for smooth user navigation.
- Integrates key service pages such as Aftermarket Solutions, Wholesale, Global Shipping Expertise, and How to Order.
- Ensures mobile responsiveness and fast load speed for global customers.