



Univar Solutions | Complete CMS & Site Redesign for Brand Acquisition

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CHALLENGE

Nexeo Solutions, a leading plastics and chemical company, selected Pierpont to initiate the redesign and content management system (CMS) upgrade of its corporate website leading up to its acquisition by Univar Solutions.

OBJECTIVE

In addition to the initial redesign for Nexeo Solutions, after Univar Solutions completed its acquisition of Nexeo Solutions, a complete brand renovation consisting of all online content and management systems was necessary.

APPROACH

Pierpont managed the messaging and content strategy, working closely with the team on design, navigation, and prospect engagement techniques. In addition, we revamped the site content, optimized content presentation, and worked with the technical team on CRM integration.

RESULTS

Pierpont's strong content development and project management brought the site through beta testing and to an on-time and on-budget launch. The site was also an award winner by the [International Association of Business Communicators](#) for its design and impact, but even more important was the subsequent sale of Nexeo to Univar shortly after the site launch. Univar's marketing team retained the site design, asking for only the necessary brand updates to include the new firm's name and ideally position the united companies under Univar Solutions.