

# Lima Bean revitalises Wellness Warehouse's online experience

Issued by [Lima Bean](#)

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A mere five years after its establishment in 2007, Wellness Warehouse had carved such a powerful niche in the South African market that a bigger, better and more user-friendly [website](#) was required to match the brand's flourishing status as the country's leading health and wellness retailer.



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Wellness Warehouse therefore approached digital agency Lima Bean in 2012 to revitalise their web presence - a natural choice, given Lima Bean's nationwide acclaim for design and e-commerce excellence - and commissioned them to conceptualise, design and develop a brand new e-commerce website with a modern and fresh user interface that responds to both mobile and desktop.

Lima Bean's new brand strategy for Wellness Warehouse prioritises both the promotion of online shopping and the provision of comprehensive brand and product-related information. Accordingly, Wellness Warehouse's new site includes industry and product news, events, educational articles, competitions and forums - all informed by thoroughly researched SEO - as well as a beautiful responsive design with added value features such as an optimised checkout process, an intuitive store locator, and the ability to place automatically recurring orders. And it just keeps evolving.

According to Lima Bean director Hagen Rode, "Wellness Warehouse now has a beautiful responsive site that is an excellent representation of the brand itself. It is crisp, clean and functional, and we are very excited to continue developing its existing features to establish Wellness Warehouse as the go-to site for all things nutrition and health, whether product or information."

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