01 / CLIENT PROJECTS

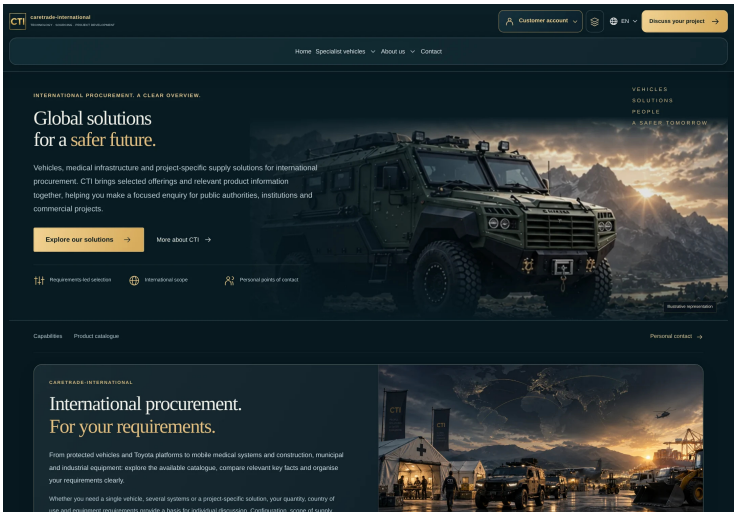
CareTrade International

Complex services. A clear digital presence.

View online

DOCUMENTED CONTRIBUTION

For CareTrade International, I implemented a multilingual company website bringing together product areas, project information, media and enquiry routes. The project shows how I turn an extensive service offering into an understandable website with clear navigation and a layout that works across devices.



Desktop view · Original templates dated 13 Oct 2026 · locally rendered, not a live capture. Source language: EN.

AREAS OF WORK

Concept · Web development · User experience

Project overview

CareTrade International presents project-related solutions including specialist vehicles, power supply and waste management. The website needs to guide different audiences towards relevant information, from a first company overview to a specific product or project enquiry. This case study focuses on the digital website, its information architecture and its implementation.

Task & objectives

A broad international offering requires a recognisable place for each subject. Technical information should not disappear within a general company description. At the same time, the enquiry path needs to remain understandable when a visitor can initially describe a requirement only in broad terms.

My contribution

My contribution combines the website's concept, design and programming. I brought together product and information sections, multilingual presentation, media and enquiry elements. Their interaction matters: visitors need to understand the offering, find relevant detail and make a specific enquiry. Hosting is also part of the documented scope.

Features that support everyday work.

Structured service areas

Separate topics help visitors understand different parts of the offering.

Product-level orientation

Detailed information and views connect the company presentation with a specific enquiry.

Multilingual contact paths

Key information and calls to action are coordinated across languages.

Design & user experience

The design combines calm dark surfaces, industrial imagery and restrained accents. Navigation and page hierarchy move from overview to individual topic. The same structure must remain understandable on small screens without truncated labels or difficult-to-reach controls.

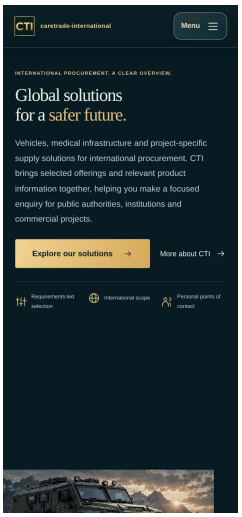
Value of the solution

The website gives a multifaceted business an organised digital presentation. Product information, project context and enquiry routes work together instead of leaving visitors to navigate disconnected information.

Could this approach work for your project?

Does your business offer complex products or several service lines? Let us discuss how to turn them into a clear, persuasive website that your team can maintain.

A closer look at the project



Mobile view · Original templates dated 13 Oct 2026 · locally rendered, not a live capture. Source language: EN.

Further insights

Visit project website

Explore the project online →

Arrange an initial conversation →

All references online