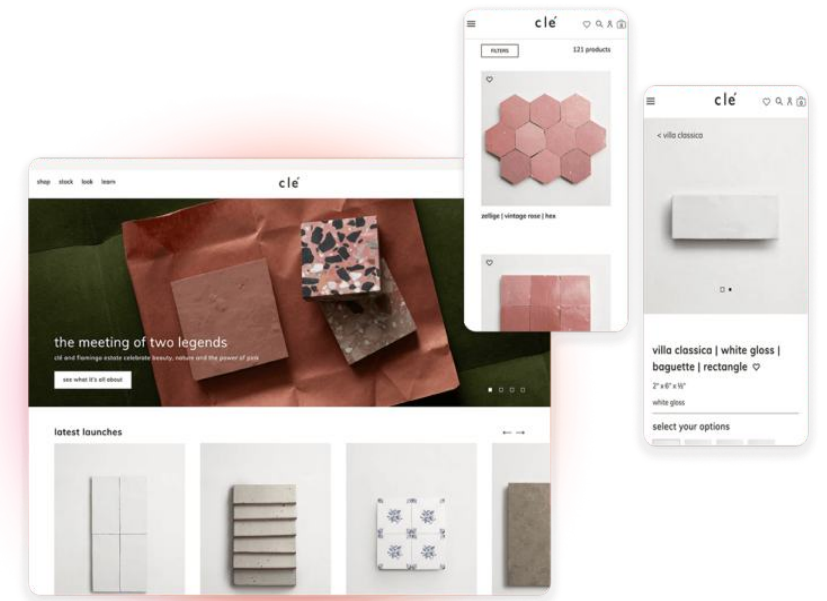


clé

DESIGN-LED TILE · DTC & TRADE

Three systems became one.

clé tile is a design-led tile brand selling to consumers and to a VIP Trade channel. They ran a custom Magento storefront stitched to WordPress: slow, expensive to maintain, and impossible for the marketing team to manage without a developer.



+400%
FASTER ON GTMETRIX

-95%
MAGENTO MAINTENANCE

+40%
HIGHER REVENUE

3 → 1
SYSTEMS CONSOLIDATED

THE PROBLEM

A fragile headless setup

A custom Magento storefront stitched to WordPress, slow to load and costly to keep running.

Marketing could not move

Landing pages and posts needed a developer, so content shipped at engineering speed.

Tile does not sell like product

Boxes, sheets, pieces and square feet, with trade pricing and sample rules, none of it standard ecommerce.

WHAT WE BUILT

Merchandise color sorting

An AWS app sorting collections by primary color or a two-color weighted sort.

The project calculator

Square footage and an overage buffer return total footage, box count and subtotal.

Trade tiers at checkout

A custom app applying trade discount tiers and shipping rules for VIP Trade.

A tile-aware mini cart

Boxes, sheets, pieces and square feet handled as real units, with running totals.

THE STACK WE COORDINATED

Shopify Plus

Algolia

AWS

Avalara Avatax

HubSpot

Shop Pay

PayPal

GA4 & Tag Manager

IN PRODUCTION

full-tile order

\$21.33/sqft

\$237.00/box

^

650

sqft

25%

162.5 sqft

overage

▼

total: 74 boxes will cover 822.22 sqft (7400 pieces)

\$17,538.00

ⓘ

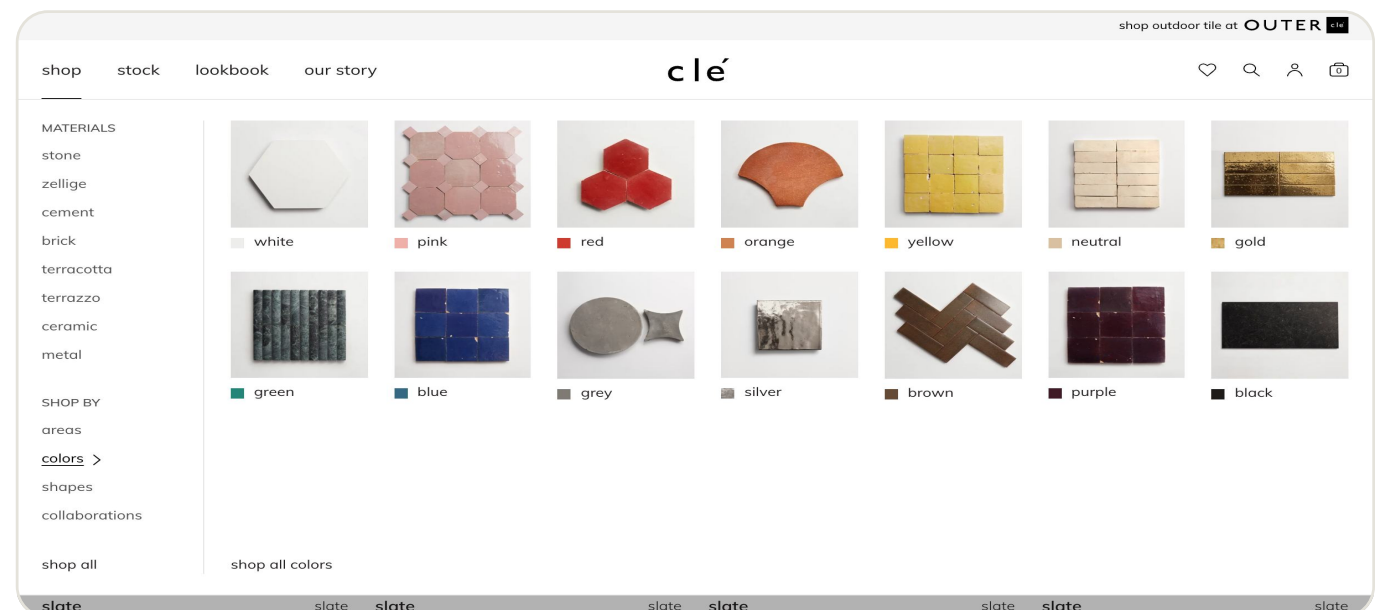
add to cart

curation: [clé heritage](#)

[product specifications](#)

Project calculator

Square footage and overage return box count and subtotal, priced live.



Two-color weighted sort

Collections ordered by color, configured per collection.

Storefront, content and blog in one place.

Magento, WordPress and a separate blog unified on Shopify so the marketing team manages landing pages and posts without a developer.

1:1
PAGE-FOR-PAGE MIGRATION

HOW THE BUILD CAME TOGETHER

01

Map the content
WordPress product fields mapped to Shopify metafields, PDP content recreated natively.

02

Consolidate
Magento storefront, WordPress and the blog unified onto one Shopify Plus store.

03

Build the custom layer
Color sorting, project calculator, trade tiers and a tile-aware mini cart.

04

Reconcile the data
Magento and Shopify order history combined on import, with a password-reset flow.

05

Protect the rankings
A full 301 redirect map so a page-for-page migration held its search equity.

WHERE THIS PATTERN APPLIES

clé tile is not automotive, and that is the point. The same method applies wherever a design-led catalog carries units, trade pricing and content that all have to move at once.

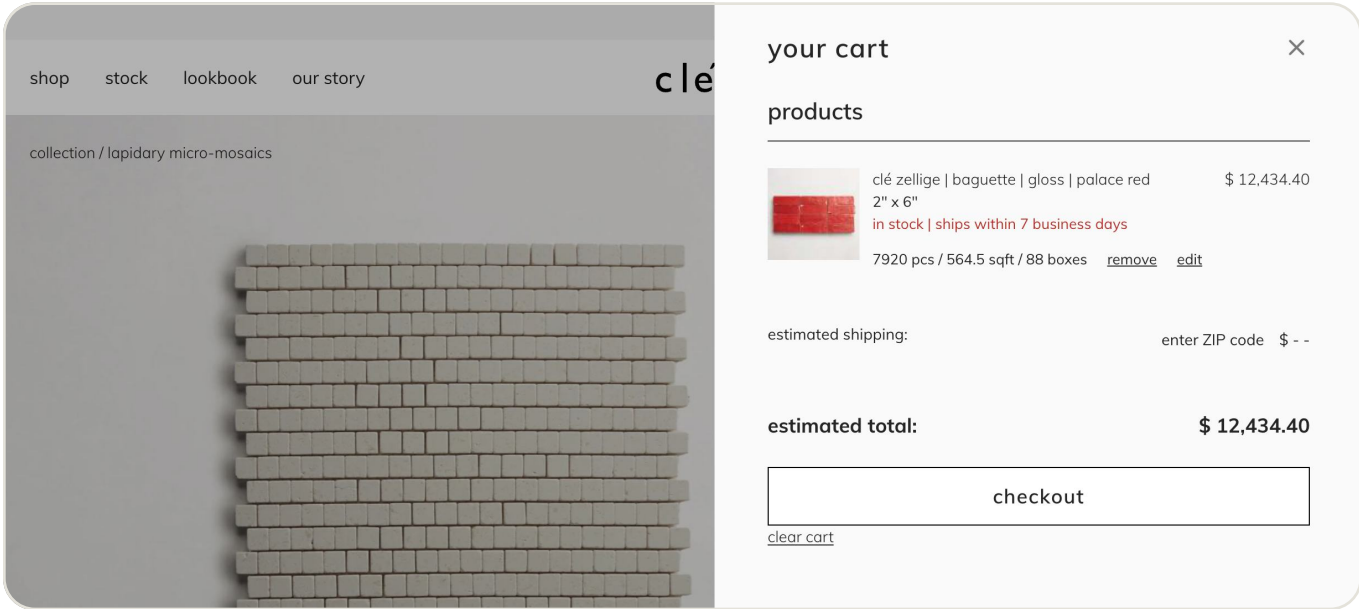
Units that are not each
Boxes, sheets, square feet or linear measure priced and carted as real units.

Trade and consumer together
Discount tiers and shipping rules that apply only to verified trade buyers.

Content welded to commerce
A storefront and an editorial operation that need to live on one platform.

Magento plus WordPress
Two systems stitched together, each making the other harder to maintain.

MORE FROM THE BUILD



AT CHECKOUT, RESOLVED BY ACCOUNT

Retail
List price
Standard shipping rates

VIP Trade
Trade discount tier applied
Free ground shipping on all-sample orders

Applied by a custom checkout app, not a discount code a buyer has to remember.

Tile-aware mini cart

One line item resolves to 7,920 pieces, 564.5 square feet and 88 boxes.

How trade pricing applies

Tier and shipping rules resolved at checkout by account type.

THE OUTCOME

Forty percent more revenue, ninety-five percent less maintenance.
One platform carrying storefront, content and blog, with the custom merchandising and trade logic that made the old stack necessary rebuilt natively.

GOT A DESIGN-LED MAGENTO MERCHANT?

We will prototype it before anyone commits.
Send the merchant name, the workflow that is blocking the deal, and one technical call with their team.
For qualified opportunities we build the hardest part on real Shopify primitives, at our cost.

Unit-based carts

Trade pricing tiers

Magento migrations

Custom merchandising



**Built to perform. Designed to scale.
Ready for the long haul.**
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Learn more at fyresite.com

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