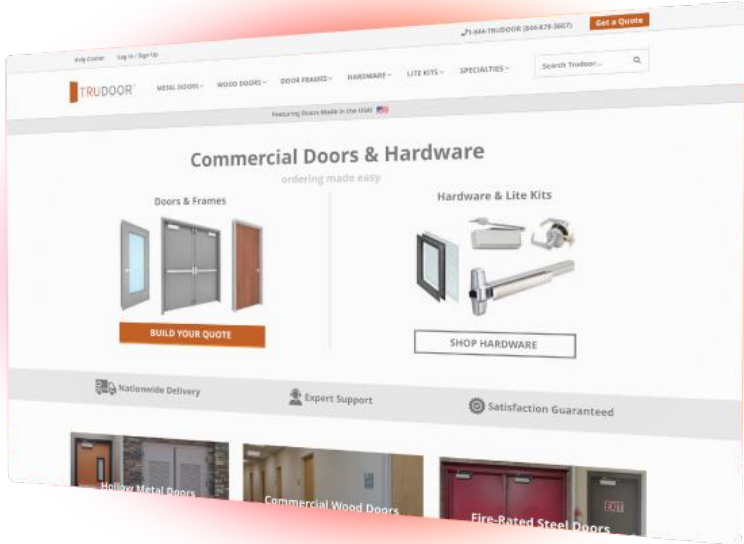




Quote or cart, decided at login.

Trudoor sells industrial doors and hardware to trade and retail buyers from a single storefront. WooCommerce had become a maintenance and security liability, needing frequent PHP patches, and it offered nothing enterprise-grade for the back office.



+55%

HIGHER REVENUE

+43%

MORE ORDERS

90%

LESS MAINTENANCE COST

83%

FASTER ON GTMETRIX

THE PROBLEM

WooCommerce was a liability

Recurring maintenance, downtime and security vulnerabilities requiring frequent PHP patches, with no room to scale.

A back office nobody enjoyed

The admin team found the backend slow and cumbersome, with no enterprise tooling for operations or marketing automation.

Two buyers, one storefront

Trade and retail customers needed different pricing and different journeys from the same catalog.

WHAT WE BUILT

Quote or cart, by login

Pricing and a header button switch by sign-in, serving trade and retail from one store.

NetSuite source of truth

Celigo brokers checkout payloads, tax-exempt status, orders and shipping tracking.

Configurable door logic

Variation galleries and swatches, add-on cylinders by finish, and key-alike controls.

Checkout on Functions

Delivery preferences, residential rules, address validation and Avalara exemption.

THE STACK WE COORDINATED

Shopify Plus

NetSuite

Celigo

Algolia

Avalara

Shopify Functions

PayPal

GA4 & Tag Manager

IN PRODUCTION

Quote or cart, by login

Trade buyers see a quote, retail buyers see a cart.

Configurable door

Swatches and add-on cylinders matched to brand finish SKUs.

Fifty-one pages, no page builder.

WordPress Visual Composer and ACF pages rebuilt in Shopify native sections for a dependency-free CMS.

51

PAGES REBUILT

 **SHOPIFY
PREMIER
PARTNER**

fyresite.com

HOW THE BUILD CAME TOGETHER

01

Migrate the record

4,300 products, 69,000 orders and 25,000 customers moved off WooCommerce.

02

Broker the ERP

Celigo wired between Shopify and NetSuite so the ERP stays authoritative.

03

Split the journeys

Login-based pricing and a quote-or-cart toggle for trade and retail buyers.

04

Configure the product

Swatches, add-on cylinders with finish SKU matching and key-alike grouping.

05

Rebuild the CMS

51 Visual Composer and ACF pages recreated in native Shopify sections.

WHERE THIS PATTERN APPLIES

Trudoor sells doors, but this is the shape of any B2B and DTC hybrid where the ERP is authoritative and the same catalog has to serve two very different buyers.

B2B and DTC on one storefront

Different pricing, different journeys, one catalog and one checkout.

Quote-assisted selling

Buyers who need a quote before a cart, decided by who is logged in.

ERP-anchored operations

NetSuite, SAP or Epicor staying the source of truth after launch.

Line-item data that travels

SKU, dimensions, ship timing and set contents carried through to fulfillment.

MORE FROM THE BUILD

Shopify

Storefront, checkout, customers

→ **Celigo** ←

NetSuite

Source of truth

WHAT CROSSES, BOTH DIRECTIONS

Checkout payloadsTax-exempt statusOrdersShipping tracking

EVERY LINE ITEM CARRIES, THROUGH TO FULFILLMENT

SKUDimensionsCustom glass SKUShip timingSet contents

Help Center

Shipping Info

How to Order Doors

My Account

Q
A

Frequently Asked Questions

Visit our FAQ page for answers to common questions.

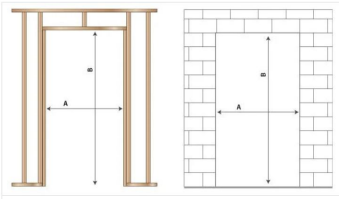
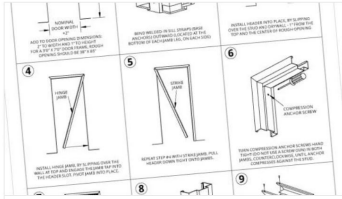
Contact Us

Return and Warranty Policies

Track Hardware Orders

Tax Exemption Application & Status

Learning Resources



NetSuite stays authoritative

Shopify never becomes the system of record; Celigo brokers both ways.

Rebuilt page templates

One of 51 WordPress pages recreated in native Shopify sections.

THE OUTCOME

One storefront serving trade and retail.

A secure and scalable store with NetSuite still authoritative, line-item data travelling through to fulfillment, and continuity in search rankings after the move.

GOT A B2B AND DTC HYBRID?

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.

Quote-to-cart flows

Configurable products

NetSuite integration

Checkout extensions



Built to perform. Designed to scale.

Ready for the long haul.

Reach out today for Fyresite Parts Intelligence™

Learn more at fyresite.com

Sean Elstins

Chief Commerce Officer

Office: 888-221-6509

Cell: 925-997-3055

Sean@fyresite.com

Sales@fyresite.com



Scan to Book

