

CLIENT CASE G1 REEDS

A website for champions

THE CHOICE OF
CHAMPIONS
G1REEDS.COM

About the client

G1 Reeds Ltd is an internationally renowned Scottish company that has been producing high-quality bagpipe products since 2010. It was founded by Scottish world champion piper John Elliott, whose pursuit of perfection still defines the company today.

Over the years, G1 Reeds has grown into a leading brand in the piping world, with a dedicated team that continues to raise the standard. Their products are played around the world, including by top-tier bands and solo pipers.

The challenge

G1 Reeds was working with an outdated webshop built on WP eCommerce. The look and feel no longer matched their international reputation, and managing orders and administration was taking up unnecessary time. They were looking for a partner who understood their story and could help them build a modern platform that could grow with their ambitions.

My approach


I created a brand-new website with a professional look that fits their position as a market leader in their niche. The webshop was fully migrated to WooCommerce, offering improved stability, user-friendliness and scalability. I also integrated the system with their accounting software (Xero) and shipping platform (ShipStation), allowing orders to be processed faster and with fewer errors. To this day, I continue to support G1 Reeds with technical maintenance, optimisation and ongoing platform development.

IN SHORT

 **G1 Reeds Ltd.**

 **Kirkcaldy, Scotland**

 **g1reeds.com**

 **New website, webshop migration to WooCommerce**

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Our partnership with Klik WebMedia has grown our business from strength to strength. Client base has increased by more than we ever could have projected. Klik WebMedia has a great understanding of our business needs. Highly recommended by G1 Reeds.

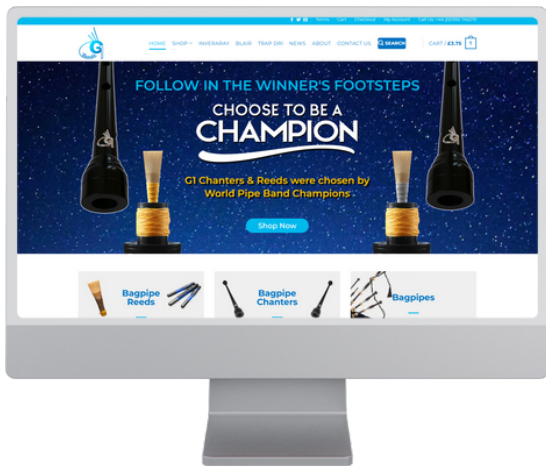
Fiona Hain
G1 Reeds Ltd

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The result

G1 Reeds processes a large volume of webshop orders every day.

The integrations with Xero and ShipStation save time and reduce the risk of errors.

The new design is now much more in line with their brand identity and craftsmanship.

We have now been working together for nearly ten years on a webshop that continues to grow with their success.



Nearly 10 years of collaboration



International presence



Smart integrations

What makes this collaboration special

You do not often get to build a website for a brand that operates at the highest level.

G1 Reeds combines Scottish craftsmanship with innovation, and that shines through in everything they do.

I am proud to contribute to that and to be their digital partner in a niche where perfection is the standard.

Want to know more?

View more client cases at klikwebmedia.com

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