

HCS

HYGIENE CHEMICAL SOLUTIONS

WEBSITE ENHANCEMENT PROPOSAL

A Digital Platform Built for Industrial Trust.

A complete redesign and development strategy transforming hygienechemicalsolutions.com into a modern, benchmark-exceeding B2B platform for industrial hygiene chemicals.

PREPARED FOR

Hygiene Chemical Solutions

PREPARED BY

Trust Outsourcing Solutions

DATE

September 2026

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How to read this proposal — Each section pairs a strategic rationale with concrete, buildable specifications, so this document can serve equally as a client-approval deliverable and a development brief for the build team.

Executive Summary & Project Overview

Hygiene Chemical Solutions has built over 30 years of trust supplying hospitals, hotels, food service operators, and industrial facilities with dependable cleaning and hygiene products. The current website, however, undersells that credibility — it functions as a brochure, not a platform. This proposal outlines the strategy and specification for rebuilding hygienechemsol.com into a modern, benchmark-exceeding B2B hygiene chemicals platform that matches the sophistication of the business behind it.

Current Website Assessment

A review of the live site (hygienechemsol.com) surfaces the core limitations this project is designed to resolve:



No Product Catalog Depth

Categories exist (Kitchen, Food & Beverage, Housekeeping, Laundry, Floor Care, Carpet Care) but link to bare listing pages with no filtering, specifications, SDS access, or quote requests.



Single Static Language

No Arabic interface for a business serving the Arabic-speaking region, and no structured content strategy beyond a homepage slider and a services list.



Weak Trust & Conversion Path

Thirty years of experience is stated once in a paragraph — there are no certifications, case studies, testimonials, or measurable proof points displayed.



No Lead or Inquiry Infrastructure

Contact is limited to a basic form; there is no quote-request flow, WhatsApp channel, or way to track and manage incoming B2B inquiries.

Benchmark Analysis — bioferkimya.com

Biofer Kimya was selected as the quality benchmark, and its structure validates the direction of this proposal. Key elements worth matching or exceeding:

- **Trilingual delivery** (Turkish / English / Arabic) with a dedicated language switch — directly relevant to HCS's Arabic-speaking client base.
- **A separate dealer/distributor portal** with login and an interactive map of partner locations — a pattern HCS can adapt for regional distributors or key accounts.
- **Product demonstration videos** embedded directly on category and product pages, reinforcing technical credibility.
- **A proactive "call me back" lead form** layered on top of the standard contact form, lowering the friction of first contact.

Where we will exceed the benchmark: Biofer's site is functionally strong but visually dated, with limited product filtering and no true e-commerce architecture. HCS's platform will pair the same trust-building mechanisms with a modern design system, structured filtering/search, and a full admin dashboard — capabilities Biofer's own site does not offer.

Capability Gap — Current vs. Proposed

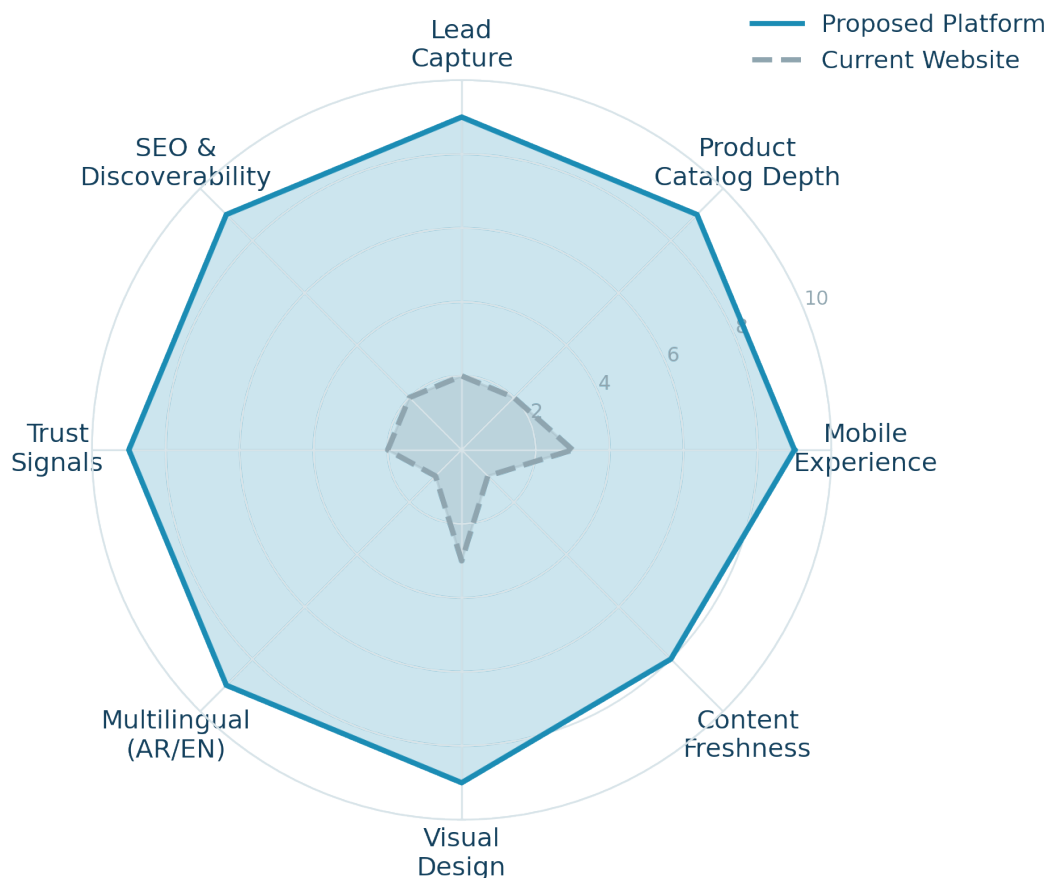


Fig. 1 — Current site vs. proposed platform, scored across the eight capability dimensions this proposal addresses.

Project Goals

1

Establish Digital Credibility

Present HCS's 30-year track record with the visual authority of an enterprise B2B supplier.

2

Enable Self-Service Discovery

Let buyers browse, filter, and specify products without picking up the phone first.

3

Convert Interest into Leads

Turn every product page and category into a structured quote-request opportunity.

Target Audience



Facility & Operations Managers

Hospitals, hotels, and factories needing reliable, compliant supply — value clear specifications and application guidance.



Procurement Officers

Compare suppliers on documentation, certifications, and responsiveness — value SDS access and fast quote turnaround.



Distributors & Resellers

Regional partners evaluating HCS as a supply source — value a professional catalog they can confidently represent.

Expected Outcomes

3–5×

MORE QUALIFIED INQUIRIES

2

LANGUAGES, FULL RTL SUPPORT

100%

MOBILE-FIRST RESPONSIVE

1

UNIFIED ADMIN DASHBOARD

Brand Identity & Visual Design System

The HCS mark already carries the right signal — a confident, clinical blue that reads as clean, technical, and trustworthy. The design system below extracts that mark into a full, consistent visual language: colors, type, and layout principles applied across every page of the new platform.

Logo Foundation



The submitted mark — a bold, geometric **H·C·S** monogram in two blue tones, paired with the "Hygiene Chemical Solutions" wordmark — is well-suited to a technical/industrial identity. It will be preserved exactly as supplied, with the system below built to extend it consistently across digital touchpoints.

- Primary lockup for header, cover pages, and print collateral
- Reversed (white) lockup for dark hero sections and footer
- Monogram-only mark for favicon, app icon, and social avatars

Color Palette

Derived directly from the logo's two blue tones, extended with supporting neutrals for a full interface system:

Primary Teal-Blue #1B8CB4 — CTAs, links, icons	Deep Navy #123F5C — headings, dark sections	Light Accent #5CC2E0 — highlights, hover states	Tint Background #F2F8FA — section fills, cards	Ink / Body Text #1E2A32 — running text

Note on exact values: the tones above are read from the supplied logo file; we'll confirm pixel-exact hex codes against the client's original source artwork (AI/EPS if available) before development to guarantee perfect brand match.

Typography Hierarchy

H1 — PAGE / HERO TITLES · BOLD · 32–40PX

Trusted Hygiene Solutions

H2 — SECTION HEADINGS · BOLD · 22–26PX

Industrial Cleaning Chemicals

BODY — PARAGRAPH TEXT · REGULAR · 16PX

Formulated for hospitals, hotels, and food service operations that demand consistent, verifiable hygiene standards.

ACCENT / LABEL — UPPERCASE · SEMIBOLD · 12PX · LETTER-SPACED

FOOD & BEVERAGE SAFE

Recommended families: a geometric sans such as *Inter*, *Poppins*, or *Sora* for headings (echoing the squared-off logo letterforms), paired with a highly legible workhorse sans such as *Inter* or *Source Sans Pro* for body copy — ensuring both English and Arabic weights are available in the same family for typographic consistency across languages.

Design Principles



Clean, Uncluttered Layouts

Generous whitespace and a strict content grid so technical information stays scannable, never overwhelming.



Trust-First Visual Cues

Certifications, safety data, and years-in-business are treated as first-class visual elements, not footnotes.



Industrial-Professional Tone

Photography and iconography favor real facilities and application contexts over generic stock imagery.



Consistent Componentry

A single, reusable library of buttons, cards, and forms — so every new page maintains the system automatically.

Homepage & Core Page Structure

The homepage is rebuilt around a single job: convert a first-time visitor's attention into a qualified inquiry within three scrolls. Every section below is designed to do specific persuasive work, in order.

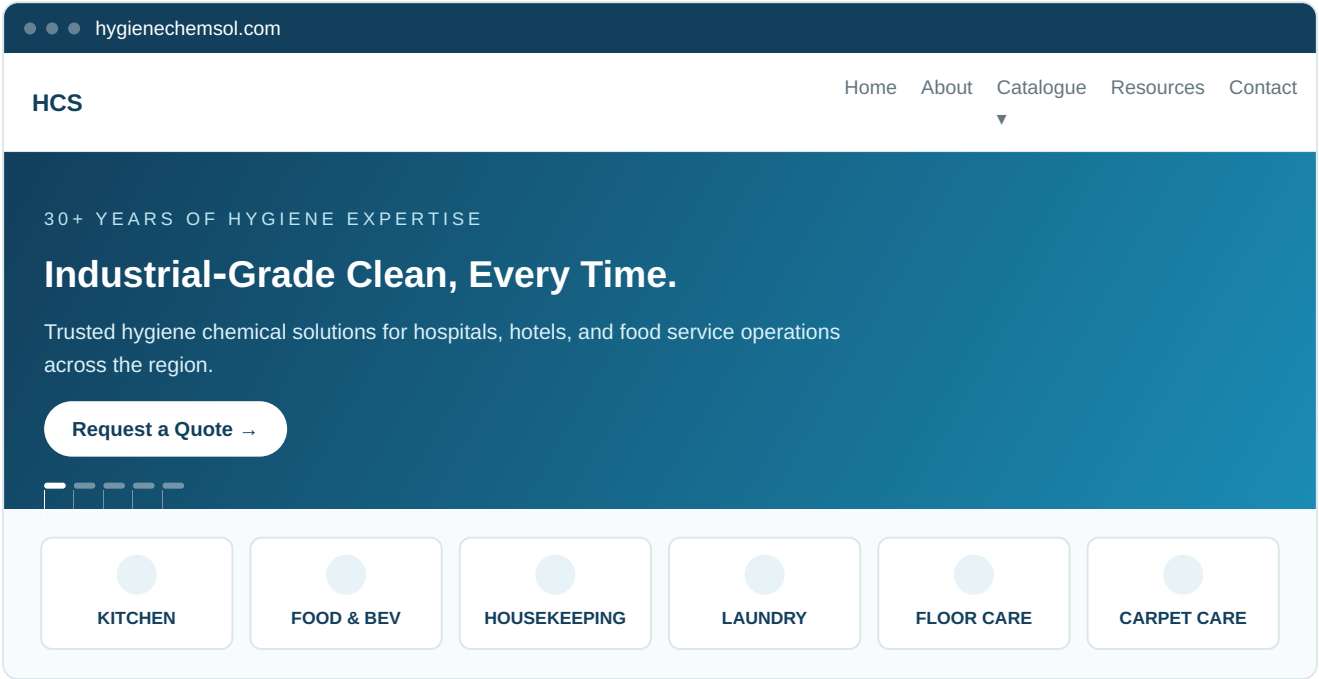


Fig. 2 — Homepage concept: sticky nav, rotating hero with direct CTA, and an immediate category grid beneath the fold.

Hero Section — Rotating Value Proposition Slider

A dynamic slider (3–5 slides) rotates through the strongest arguments for choosing HCS, each engineered as a standalone pitch:

Slide	Headline Focus	Call to Action
1	30+ years of hygiene expertise, company credibility	Request a Quote
2	Flagship product line (e.g., food-safe kitchen chemicals)	Browse Kitchen Range
3	Compliance & certification strengths	View Certifications
4	Industries served (hospitals, hotels, factories)	Find Your Solution
5	Distributor / bulk-order partnership invitation	Become a Partner

About Section

- Mission and vision statement, positioned directly beneath the hero for immediate context

- "30 years in business" presented as a visual timeline or milestone counter, not plain text
- Certification badges (ISO, HACCP, or regional equivalents) displayed as a trust strip
- A short quality-commitment statement anchoring the company's manufacturing/sourcing standards

Contact Section



Validated Contact Form

Name, company, industry, message — with inline validation and spam protection.



Direct Channels

Click-to-call phone links, mailto email links, and a persistent WhatsApp button.



Location & Hours

Physical address with embedded Google Map and clearly stated business hours.

Trust Indicators

Client Testimonials

Industry Certifications

Partner / Distributor Logos

Years-in-Business Counter

Facilities Served Statistics

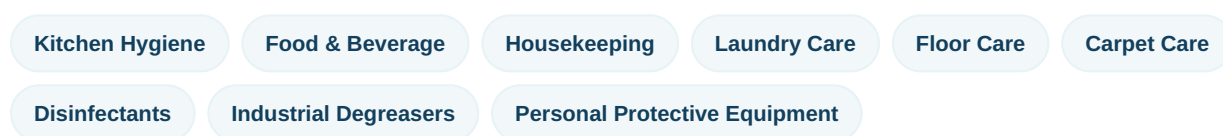
SDS & Compliance Badges

Product Catalog & E-Commerce Architecture

This is the structural core of the platform. The current site's flat category links are replaced with a full catalog architecture: browsable categories, filterable listings, and richly specified product pages built for B2B decision-making.

Product Categories

Existing categories are preserved and expanded into a two-tier hierarchy, each with its own visual category card on the catalogue landing page:



Product Listing Page

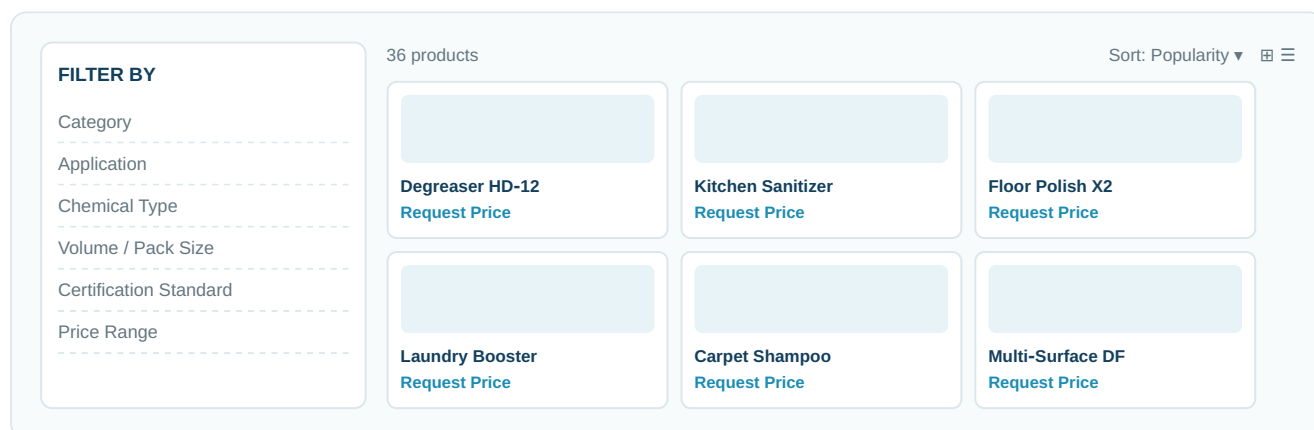


Fig. 3 — Listing page concept with left-hand faceted filters, grid/list toggle, and sort control.

FILTERING SYSTEM

- By category and sub-category
- By application (surface, equipment, fabric)
- By chemical type / active ingredient
- By volume or pack size
- By certification standard
- By price range (where published)

SORTING OPTIONS

- Popularity
- Newest arrivals
- Price — low to high / high to low
- Alphabetical (A–Z / Z–A)
- Relevance (for search results)

Individual Product Pages

Each product page is built as a complete technical dossier, not a photo with a caption:

Full Specifications

Detailed description, technical data sheet, application & dosage instructions.

Rich Media

Multiple high-resolution images and embedded product demonstration video.

Safety & Compliance

Direct SDS (Safety Data Sheet) download links and relevant certification marks.

Conversion Path

Related products carousel and a prominent "Request a Quote" / inquiry action.

Technical Features & Functionality

Beneath the visual layer, the platform is engineered on modern web fundamentals — speed, responsiveness, discoverability, and language flexibility — the same qualities that made bioferkimya.com credible to an international, multilingual B2B audience.

 <p>Fully Responsive</p> <p>Optimized layouts for desktop, tablet, and mobile — the majority entry point for facility managers browsing on-site.</p>	 <p>Fast Load Speeds</p> <p>Optimized image delivery and lazy loading so catalog-heavy pages stay fast on any connection.</p>	 <p>SEO-Optimized Structure</p> <p>Clean meta tags, structured data (schema.org/Product), and search-friendly URLs for every product and category.</p>
 <p>Arabic / English, Full RTL</p> <p>Complete right-to-left layout support for Arabic — not a translated overlay, a mirrored native experience.</p>	 <p>Advanced Site Search</p> <p>Autocomplete suggestions with live filtering across products, categories, and resource content.</p>	 <p>WhatsApp Integration</p> <p>A persistent WhatsApp click-to-chat entry point for the direct, high-trust communication style regional B2B buyers expect.</p>

Why This Matters for HCS Specifically

Multilingual RTL is the single highest-leverage technical investment here — bioferkimya.com's trilingual structure (including Arabic) is a direct signal that regional industrial buyers expect to browse in their own language. HCS currently offers none of this; closing that gap alone materially widens the addressable market.

Capability	Current Site	Proposed Platform
Mobile responsiveness	Basic, template-level	Fully optimized, mobile-first
Language support	English only	Arabic (RTL) + English
Search	None	Autocomplete + filtered search
SEO structure	Default WordPress/Slider Revolution	Structured data, clean URLs, meta system
Direct messaging	Contact form only	WhatsApp + form + click-to-call

Admin Dashboard & Content Management System

HCS's team needs to run this platform without a developer on standby. The admin dashboard gives non-technical staff full control over products, leads, and content through one unified, permissioned interface.

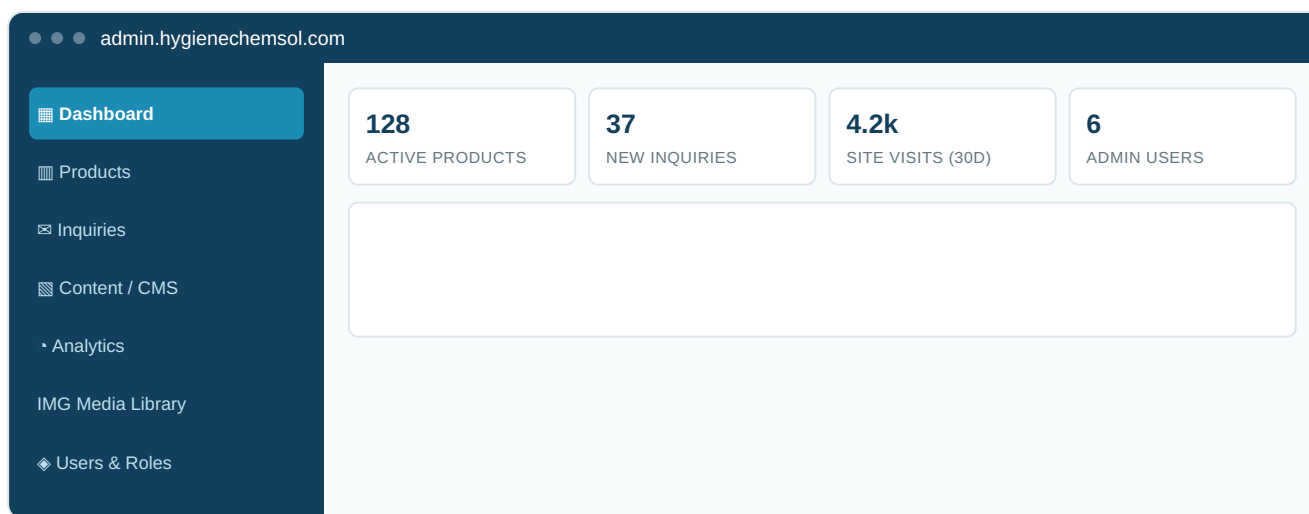


Fig. 4 — Admin dashboard concept: persistent sidebar navigation, at-a-glance KPIs, and modular content panels.

PRODUCT MANAGEMENT

- Add / edit / delete products and categories
- Bulk image and video upload
- Update pricing and inventory / availability status
- Manage specifications, SDS attachments, and tags

ORDER & INQUIRY MANAGEMENT

- Centralized tracking of every quote request
- Respond to inquiries directly from the dashboard
- Export lead data to CSV / CRM

CONTENT MANAGEMENT

- Update the homepage slider without code
- Edit page content across the site
- Publish news, announcements, and blog posts
- Manage testimonials and trust indicators

USERS, ANALYTICS & MEDIA

- Admin roles and permission levels
- Traffic overview, popular products, search terms
- Centralized media library for images, docs, and video

Additional Professional Features

These features round out the platform from "functional" to "industry authority" — the layer that keeps buyers returning between purchase cycles.



Blog & Resources

Industry insights, product usage guides, and hygiene best practices — supporting SEO and positioning HCS as a knowledgeable partner, not just a supplier.



Newsletter & Email Campaigns

Subscription capture paired with automated campaigns for new products, seasonal offers, and hygiene advisories.



Document Download Center

A single hub for catalogs, technical sheets, and certifications — exactly what procurement officers need to build an internal case for HCS.



Social Integration

Live social feeds and one-click sharing across product and resource pages to extend organic reach.

Project Roadmap & Engagement Model

A phased, six-stage delivery plan keeps the build reviewable at every milestone rather than a single large reveal at the end.

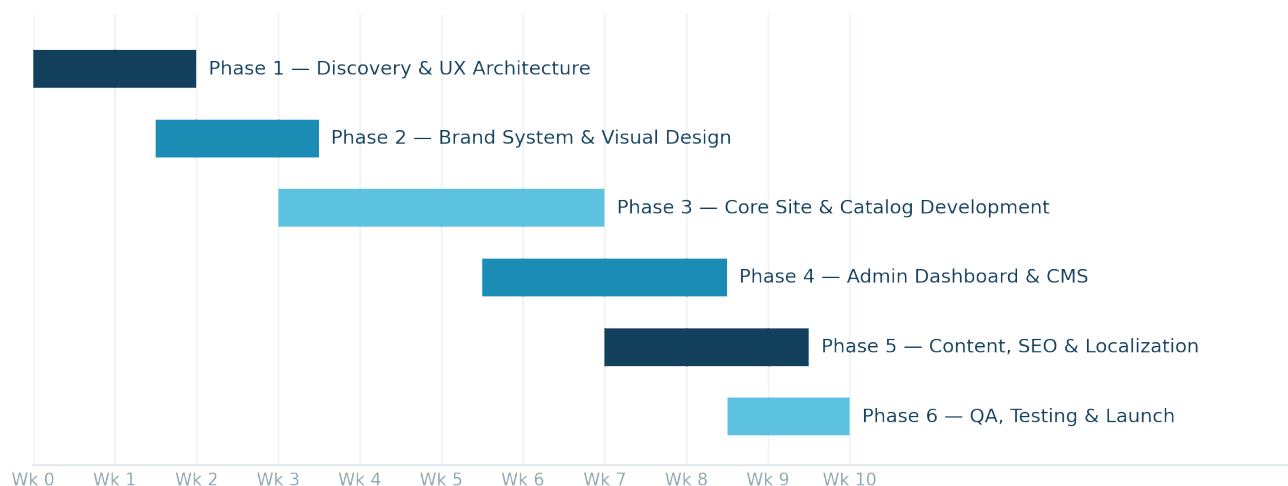


Fig. 5 — Indicative delivery timeline across a ten-week engagement (subject to content readiness and feedback turnaround).

- 1 Discovery & UX Architecture**
Content audit, sitemap, catalog taxonomy, and wireframes for all core templates.
- 2 Brand System & Visual Design**
Full design system and high-fidelity mockups for homepage, catalog, and product pages.
- 3 Core Site & Catalog Development**
Front-end build, product catalog architecture, filtering/search, and quote-request flow.
- 4 Admin Dashboard & CMS**
Build-out of the product, inquiry, content, and analytics management interfaces.
- 5 Content, SEO & Localization**
Arabic translation and RTL QA, on-page SEO, structured data, and content population.
- 6 QA, Testing & Launch**
Cross-device testing, performance tuning, stakeholder sign-off, and go-live.

Next Steps

This proposal is intentionally specific — it is meant to be approved and built from, not revised into existence. The path from here is short:

1

Review & Align

Confirm scope, priority order of features, and any adjustments to the phased roadmap.

2

Confirm Brand Assets

Share original logo source files (AI/ EPS) and any existing certifications, testimonials, or product data.

3

Kick Off Discovery

Begin Phase 1 — content audit, sitemap, and wireframes — on an agreed start date.

Why This Team

This proposal was built the same way the platform will be: by auditing what exists, benchmarking against a credible standard, and specifying exactly what changes and why. That discipline — proposal to sitemap to working dashboard — is the same process that will carry this project through to launch.

PREPARED BY

Trust Outsourcing Solutions

FOR

Hygiene Chemical Solutions — hygienechemsol.com