

Formed in the early 1970's, Kemco became part of Oil Pollution Services Limited in 2008 to provide additional engineering support for the Company's global business. Kemco's core activities include the design and manufacture of bespoke products and architectural steel works for the food, brewing and construction industries.

The requirement

With the acquisition of the existing business, there was a need to design and develop a new web site for Kemco to reflect the new branding and to provide a means to expand on the products and services that the business now offer. The existing web site was coded with outdated tables and therefore the new site would need to reflect modern practices with XHTML and CSS at the core of the development process.

The solution

Whenever Brand Attention are tasked to design a new site, we take our time to listen to the needs of the client and to plan the structure of the site before any thought goes into the look and feel. Content and structure are critical as it is these elements that will help mould the look of the final design.

A new, fresh logo was designed to complement the company's parent group – Oil Pollution Services Limited. The site was coded in XHTML, CSS and PHP and follows the common trend for centralised content. The background creative was designed to fill wide screen monitors running higher resolutions, without overpowering the main copy on the page.

The overall design provided the client with a clean and slick layout with easy to follow navigation, utilising 'lightbox' JavaScript code that allows the user to view larger images of the company's products without opening new windows on the user's computer. This is a trend that is now becoming the norm as it improves the users overall experience when interacting with web sites.



The result

The site was delivered on time and within the budget originally agreed at the beginning of the project. The client is very pleased with the design and layout of the web site and Brand Attention's development team have ensured that the site is compliant across all the major browsers currently available, enabling the widest possible audience access to the site



“ Having worked with Brand Attention on our Oil Pollution web site, we knew that the design and development team were going to provide us with a web site that would reflect our business well. It has always been a pleasure to deal with the guys at Brand Attens who always respond to our requests in a professional and timely manner. ”

Carol Wielgut
Group Administrator
Oil Pollution Services Limited