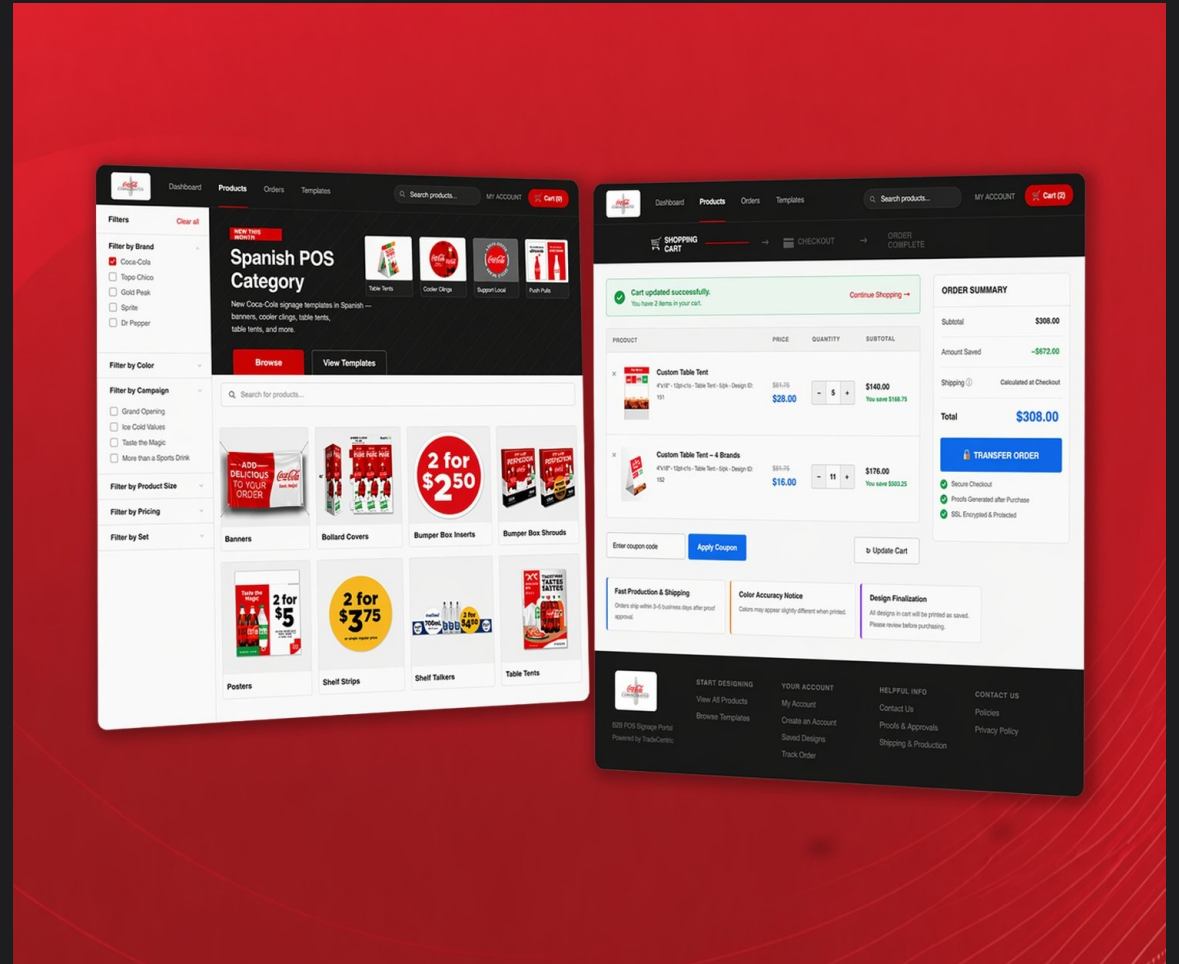


CASE STUDY • B2B E-COMMERCE & PRINT

# Coca-Cola Consolidated web-to-print store

A branded B2B store where distribution centers order customized point-of-sale print, connected to SAP Ariba procurement

Josh Palmer • [jpalmdesign.com](http://jpalmdesign.com)



# The platform at a glance

From a cluttered print shop site to an enterprise store a national bottler ordered through

**\$208,445**

GMV processed

**560**

purchase orders

**271**

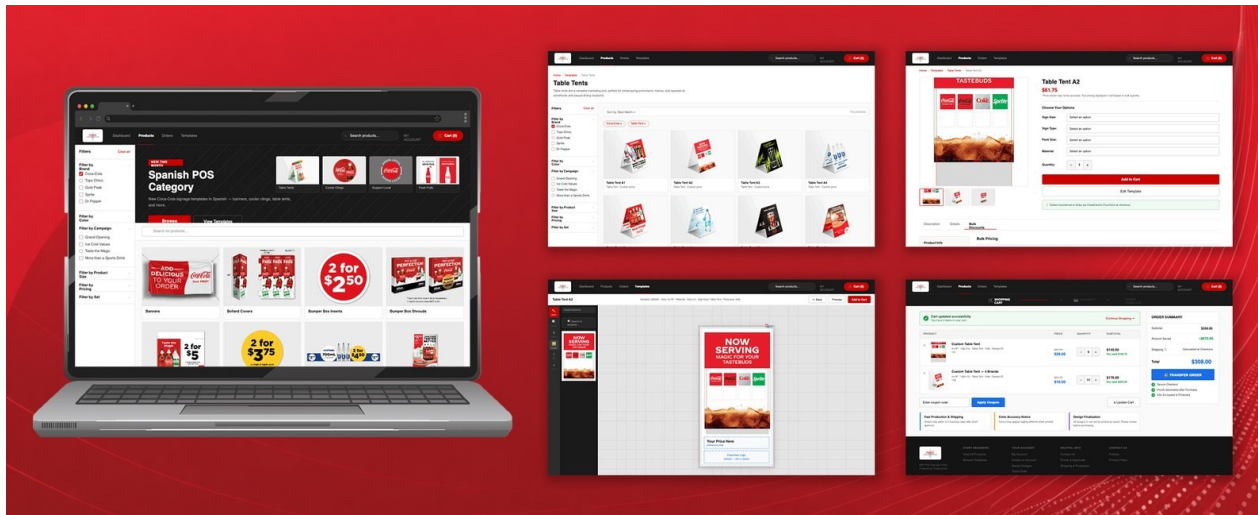
ship-to locations

**72**

distribution-center  
markets

**400+**

products and templates



## My role



### Prepress designer

Production files, proofs and the reusable template library



### Web design manager

Owned the store's UX, product data, templates and developer relationship



### Integration lead

Coordinated four organizations to connect the store to SAP Ariba

# Six layers of friction, found by using it

I audited the original platform as a customer would, before anyone asked me to

**01**

## Untrustworthy customizer

Inconsistent color and low-res uploads sent to print

**02**

## No information architecture

Hundreds of products, inconsistent categories

**03**

## Invisible to search

Placeholder descriptions, missing metadata

**04**

## Over-flexible templates

A blank canvas produced off-brand, unprintable files

**05**

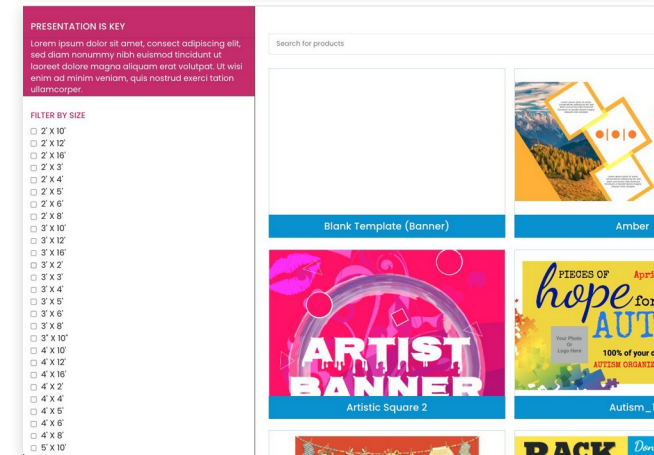
## Checkout friction

Drop-off between customizing and ordering

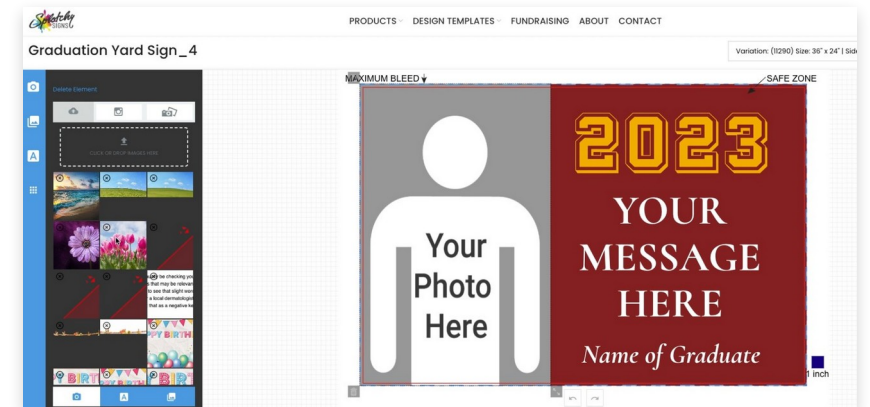
**06**

## Wrong user model

A small-business tool facing enterprise buyers



Before: filters nobody could scan



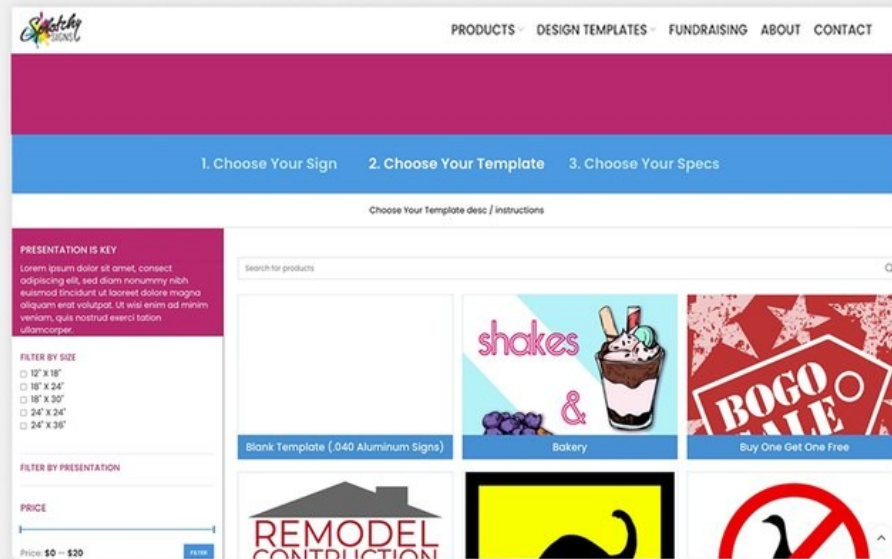
Before: a crowded editor and asset library

# From a cluttered print site to an enterprise store

Same catalog, rebuilt around how procurement staff actually find and order

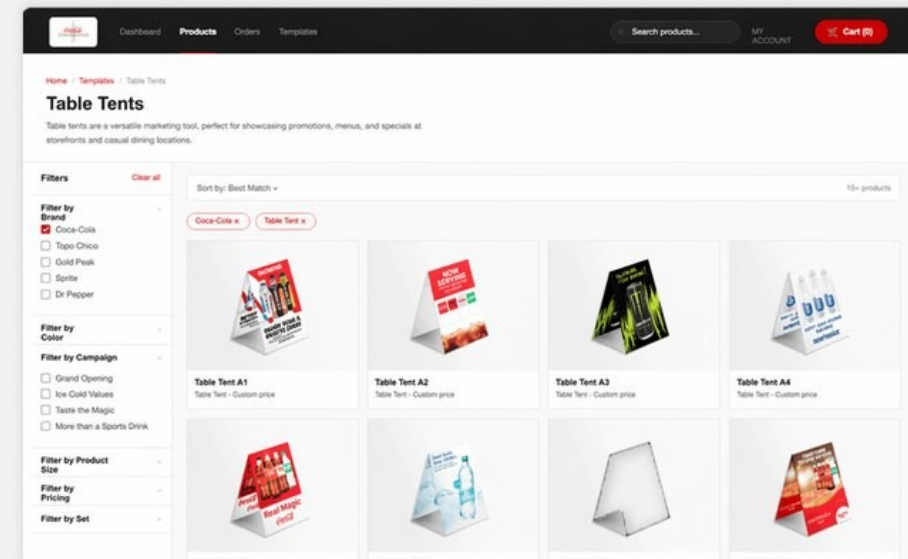
## ✗ ORIGINAL PLATFORM

Cluttered, inconsistent, and difficult to navigate



## ✓ FINAL CONSOLIDATED STORE

Modern, intuitive, and built for enterprise scale



## Filter by brand, campaign, size

Built on cleaned, standardized product data

## Brand-approved defaults

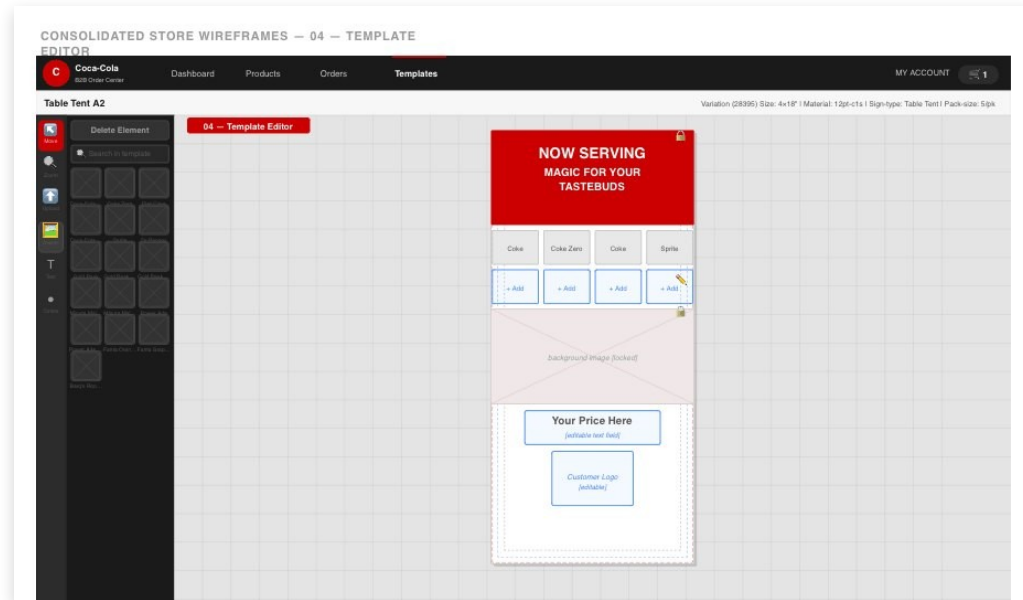
Fewer decisions between login and purchase order

## 400+ products with real metadata

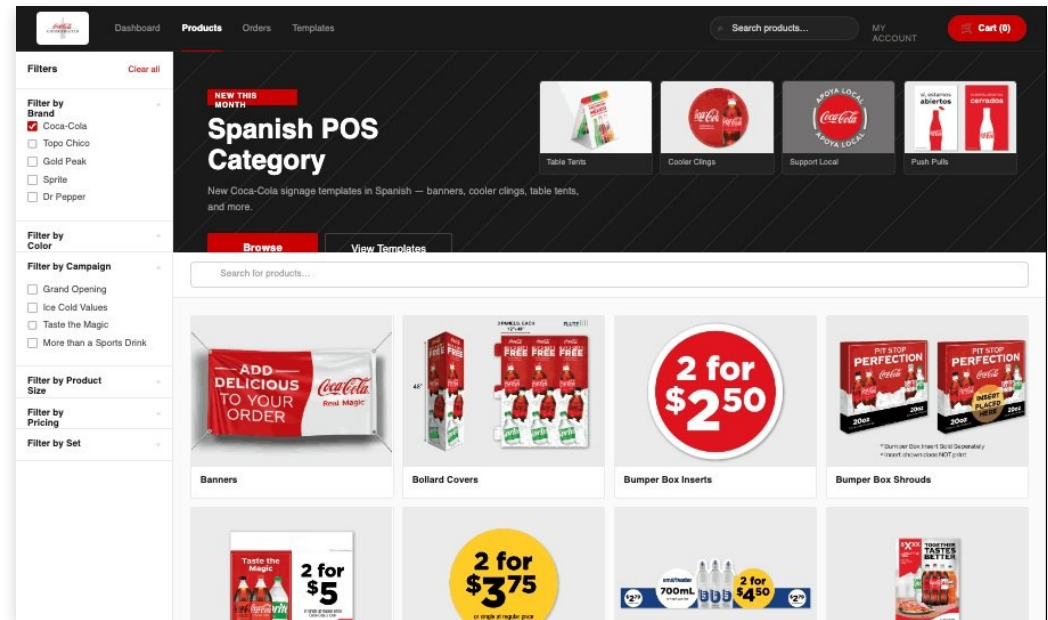
Descriptions, tags and SEO written for every listing

# Designed for procurement staff, not shoppers

Figma wireframes became both the developer spec and the review tool with the client's team



Wireframe: template editor



High fidelity: store homepage

## Small-business owners (original users)

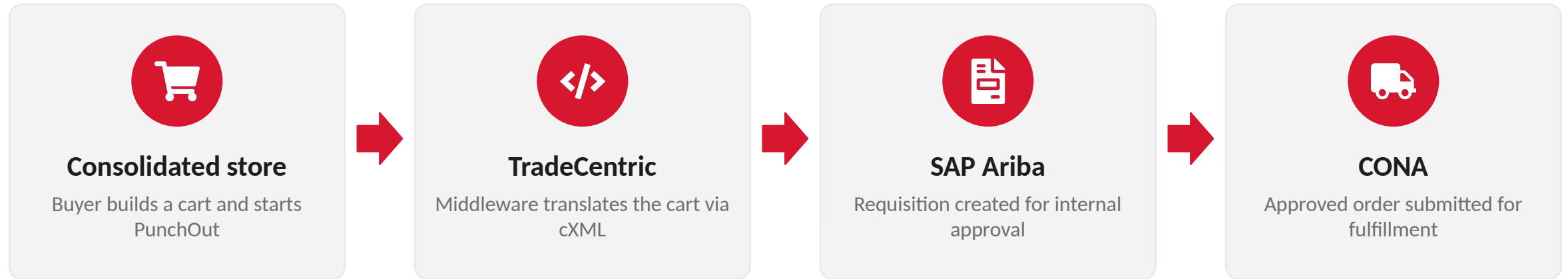
Browse, compare and need reassurance before they buy

## Enterprise procurement staff (new users)

Know what they need; want it on-brand and out the door fast

# Wiring a print store into SAP Ariba

Every order had to arrive as a requisition in the bottler's procurement system, through a PunchOut connection



## Four organizations, one deadline

### Vision Graphics (formerly Nutis Press)

Platform owner: my UX, templates, product setup and coordination

### TradeCentric

PunchOut middleware between the store and Ariba

### The Media Captain

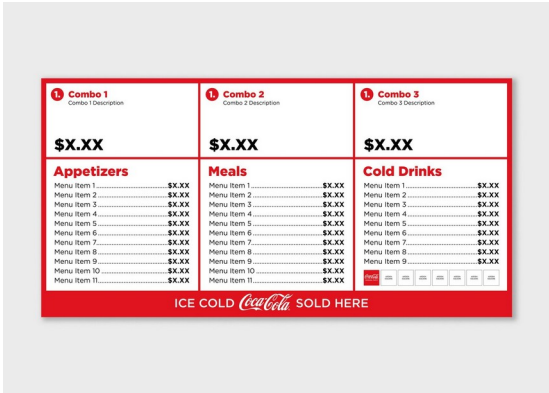
Developer for the store-side connection, 10 hrs a week

### Coca-Cola Consolidated + CONA

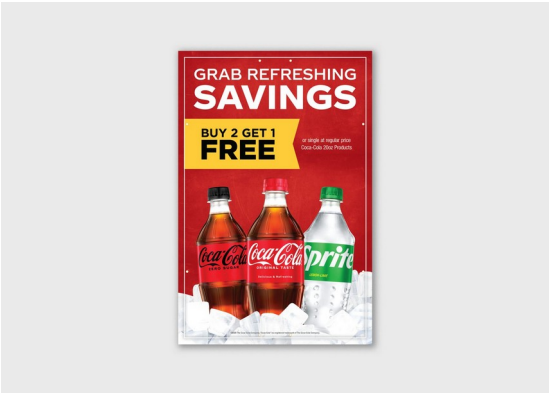
Procurement, IT configuration, security review, approvals

# The print behind the store

Point-of-sale templates, each matched to its production dieline and spec



Menu board, 36x72



Floor display



3-panel standee, 48"



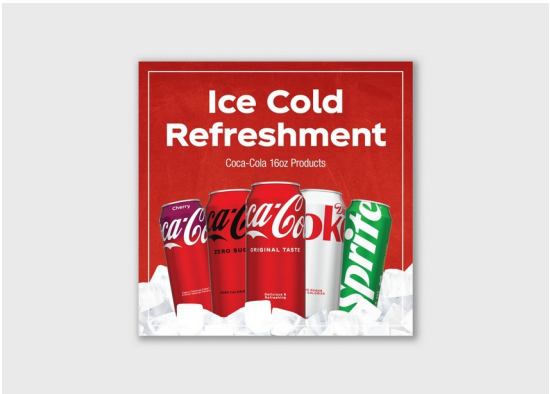
Cooler cling



Window graphic, 24x16



Round cling



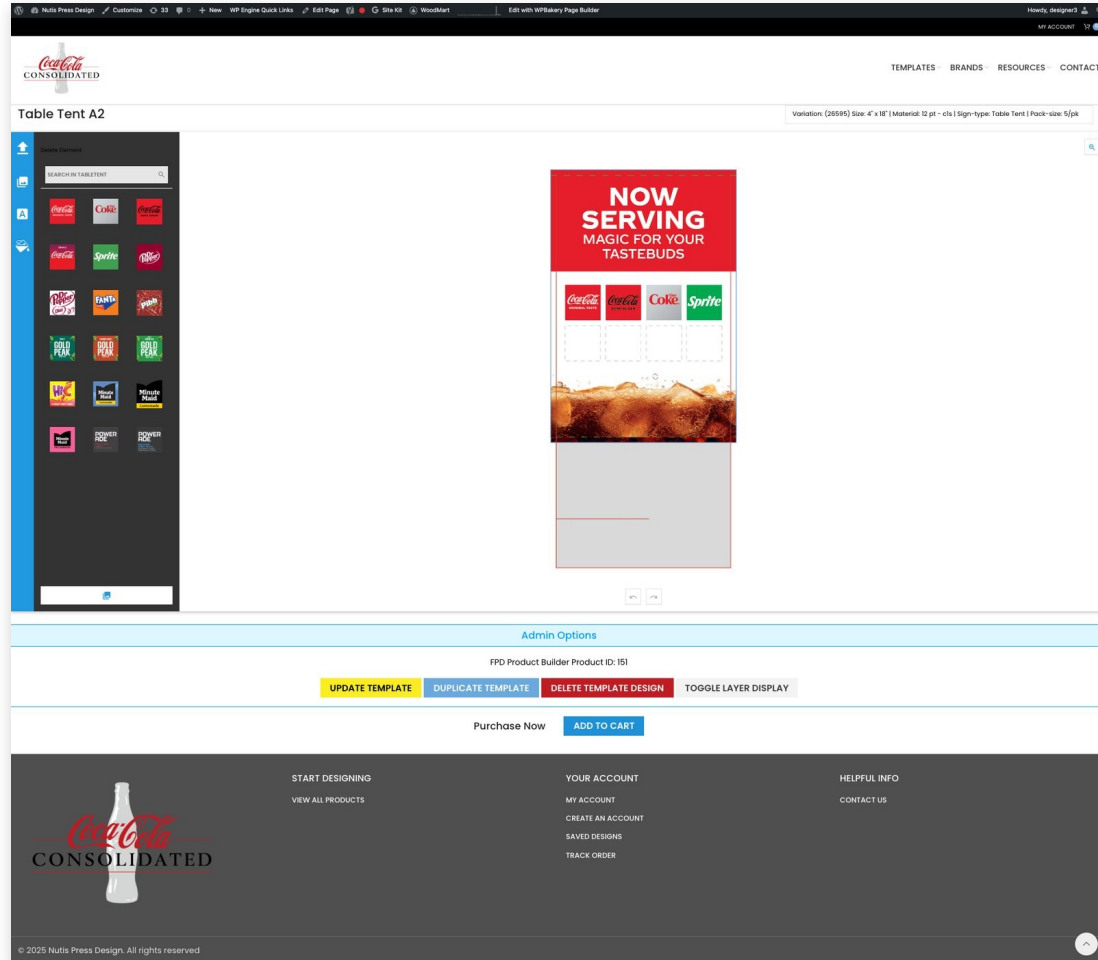
In-store sign



Table tent

# Templates that stay on-brand by design

Guided, editable zones instead of a blank canvas



1

## Only what needs to change is editable

Prices, offers, location names; brand artwork stays locked

2

## Pre-set fonts and palettes

Results stay on-brand regardless of who fills them in

3

## Clear hierarchy

Primary, secondary and decorative elements obvious at a glance

4

## Print-safe by default

Bleed, safe zones and spot colors built into the template

# A Spanish-language section for bilingual markets

Spanish versions of the store's signage and site assets, built from approved translations



Open / closed door sign



"Apoya Local" round cling



Table tent

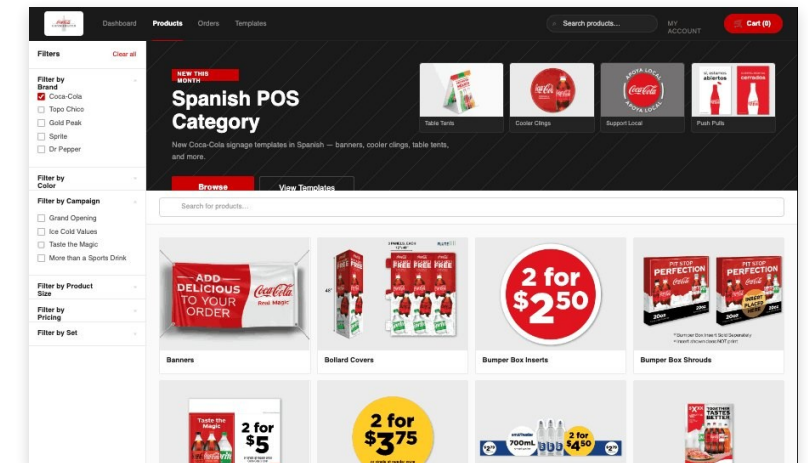


Cooler cling



## Why it mattered

Distributors serving Spanish-speaking customers could order in-language signage from the same store, with the same brand controls, instead of requesting one-off translations.

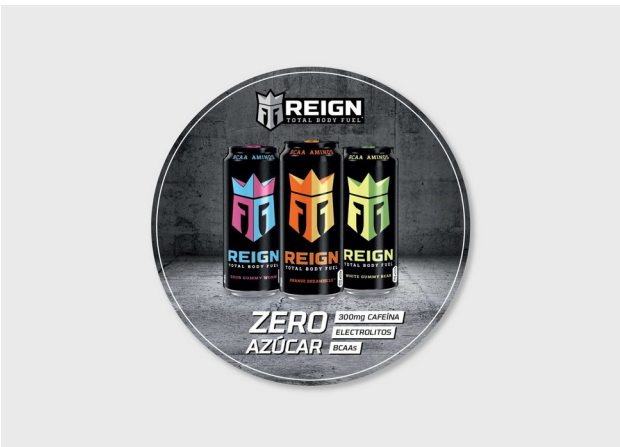


# Production-ready behind every product

Dielines, packaging references and mockups matched to what actually prints



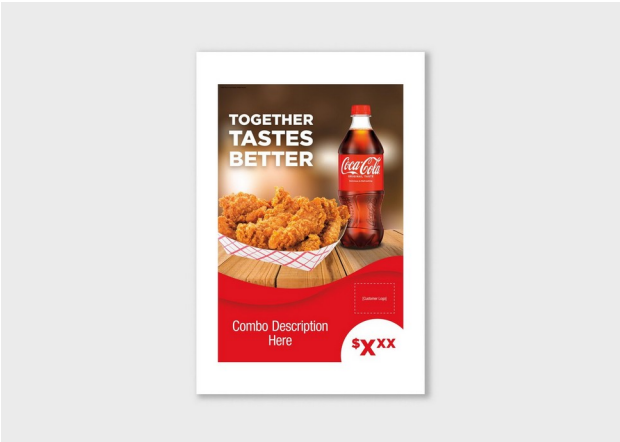
Runner tags: 18 per sheet,  
packaging reference



7×7 price-disc clings



5×7 cling mockup built to the  
print



Corrugated board

# What I'd bring to your team



## Systems, not one-offs

Template libraries and product data that scale to hundreds of items



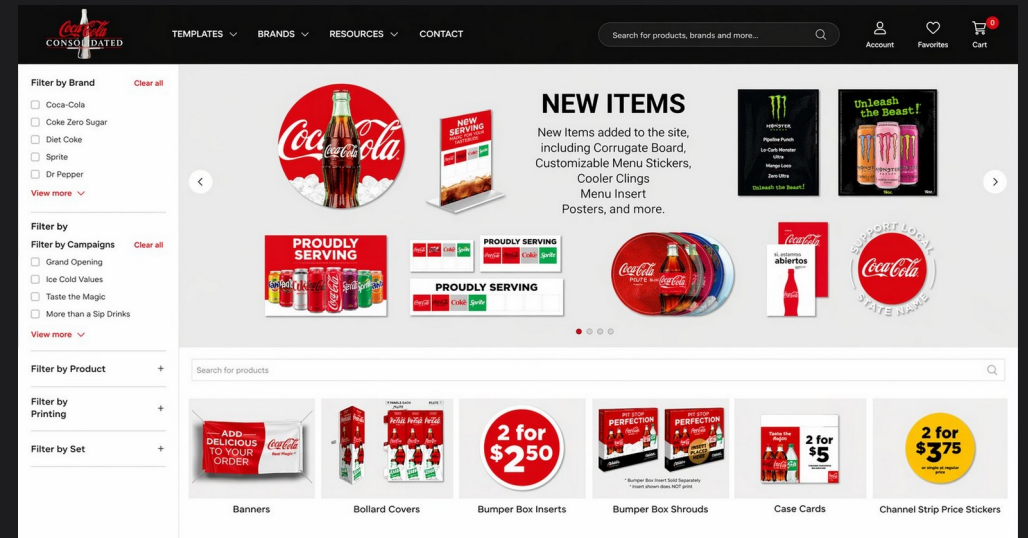
## Design for the real user

Built around how buyers actually find, customize and order



## Print-ready by default

Dielines, specs and color handled before anything reaches press



[jpalmdesign.com](http://jpalmdesign.com)

Josh Palmer · Print production, design systems and illustration