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Press release

**MakoLab creates Magento based e-commerce platform for innovative UK start-up, Grain**

**The challenge was simple in thought, but complex by solution: enable customers to create custom pieces of furniture and buy them online. For this, Grain needed a new platform allowing for an interactive customer experience. Based on Magento, this new e-commerce platform and product configurator for Grain has been created by MakoLab – Digital Solutions Agency from Poland, boasting offices all around the world including London, Paris and Gainesville.**

Grain is an innovative start-up and has designed their business on a simple but powerful idea – a customer designs their piece of furniture online, and within a matter of weeks it is made by hand in a UK workshop and delivered to the customers door.

Grain’s new responsive website showcases the product range and enables configuration of their entire catalogue using an innovative 3D configurator, linked directly to the Magento ecommerce system. When creating their perfect piece of furniture online, the customer can choose the type of wood, type of steel and customise the table length and width among others. As a result you receive a bespoke, self – designed piece of furniture delivered to your door.

*It was important for Grain to work with a company that cared about the digital product as much as they did, with Robin Tyler (co-founder) stating "As a small company just starting up, it can be difficult to find the right provider, but we had a brilliant initial engagement with MakoLab. The development workshop we undertook together dovetailed our customer journey into the concept of our business nicely, and the resulting website that’s been created reflects our brand well, and will grow with us as we progress.”*

*"Beyond that, we ultimately chose MakoLab because of the wealth of experience and expertise they had with 3D modelling - something that is central to our way of selling.”*

*For MakoLab, focussing on the UK market has been key for the business, and working with a start-up like Grain has been an important part of this journey. “Working with Grain gives us a great platform to work on an innovative product, whilst allowing us to commit ourselves to a truly groundbreaking approach of a typically traditional business model” says Jonathan Denby, Business Director at MakoLab UK. “It is digital transformation in it’s rawest form, and we look forward to supporting Grain now and well in to the future on this incredible journey they are on.”*

You can see the new website at [grain.co.uk](https://grain.co.uk/)

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**About MakoLab**

As a Digital Solutions Agency, Makolab is the single point for digital transformation, delivering projects for global companies and the largest Polish institutions. Our offer includes communication and sales platforms: websites, ecommerce, business systems, mobile applications, Data and Semantics services combined with creation and multimedia, user experience, e-marketing and web analytics. MakoLab’s solutions for the Automotive, Real Estate, Finance and Insurance industries have been implemented in more than 70 countries across the world. Our optimised internet solutions are dedicated to realising the business goals of our clients. We apply our unique competencies and marketing experience alongside selecting the best technologies to bring innovation and creativity to our design process. MakoLab UK has grown it’s capabilities over the last 12 months, adding new clients like Pentland Brands PLC, Work.Life, Grain and XBRL to it’s client base that includes Renault, Toyota and Konica Minolta Marketing Services.