

Sharbatly: A Digital Evolution for a Legacy Brand

How Centric transformed a 90-year-old fresh produce leader's digital presence, merging tradition with innovation to create a compelling user experience that drives real business results.



The Challenge: An Outdated Digital Presence

Despite Sharbatly's strong 90-year market reputation in the fresh produce industry, their website failed to reflect their premium standing:

Outdated Design

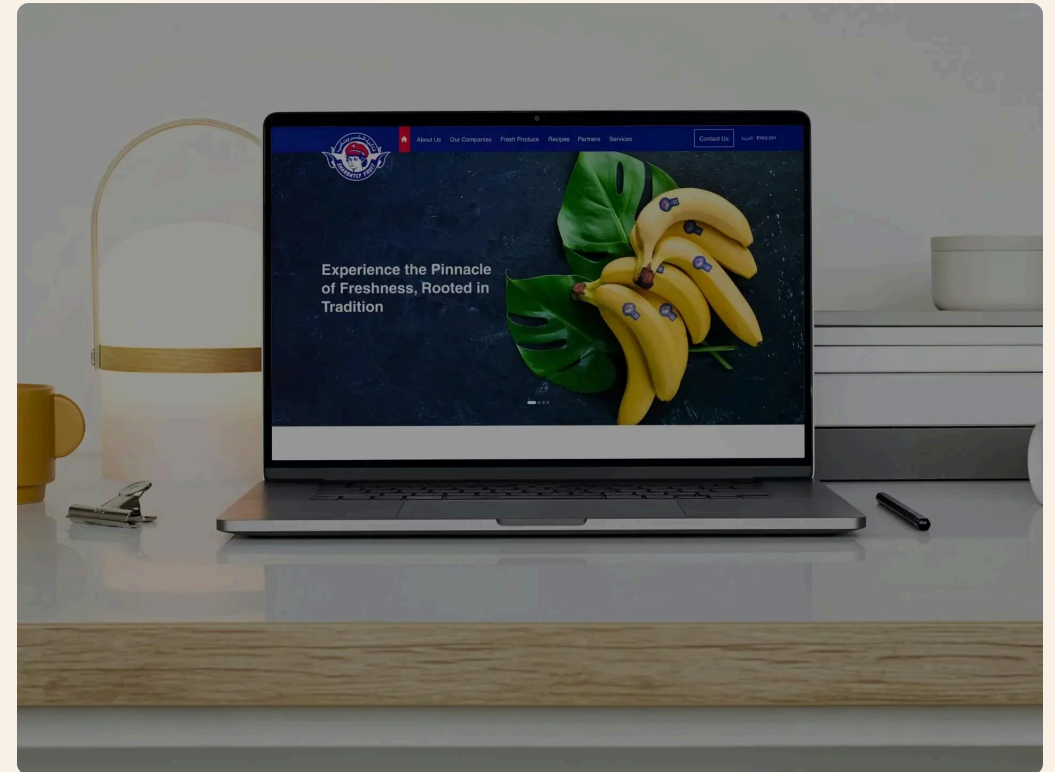
Visual elements and imagery lacked modern appeal, creating a disconnect with Sharbatly's high-quality products

Inconsistent Branding

Multiple variations of stakeholder names across the site caused confusion and undermined brand authority

Poor User Experience

Limited content strategy and difficult navigation resulted in reduced engagement and conversions



The existing website failed to deliver a user experience that matched Sharbatly's market leadership position.

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Our Approach: A Multi-Faceted Digital Transformation

Centric developed a comprehensive strategy to revitalise Sharbatly's digital presence whilst honouring their legacy:

1

Visual Redesign

Created a fresh, visually stunning design with intuitive navigation and modern layout that aligns with Sharbatly's premium positioning

2

Content Strategy

Standardised messaging across the site, emphasising B2B focus whilst maintaining strategic B2C elements

3

User Experience

Improved site navigation and strategically placed CTAs to enhance user engagement and drive conversions

Our approach focused on creating a digital experience that would showcase Sharbatly's rich heritage whilst providing modern functionality and engagement opportunities.

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Key Feature: Interactive History Timeline

Bringing 93 Years of Heritage to Life

To showcase Sharbatly's impressive legacy in an engaging format, we created a visually dynamic history timeline that:

- Chronicles the brand's journey from inception to present day
- Highlights key milestones and achievements in an interactive format
- Reinforces Sharbatly's industry leadership and experience
- Significantly increases time spent on the website

This feature transforms Sharbatly's rich history from a static paragraph into an engaging story that builds trust and credibility with visitors.



The interactive timeline captivates visitors and communicates Sharbatly's impressive heritage in a modern, engaging format.

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Key Feature: Fresh Produce Showcase



Product Discovery

Showcases Sharbatly's top 20 products in a clean, organised manner with detailed descriptions and nutritional information

Educational Content

Provides valuable information about each product, educating customers about quality, sourcing and nutritional benefits

Seamless Purchasing






Direct links to Sharbatly Club for B2C customers, creating a frictionless path to purchase that drives conversions

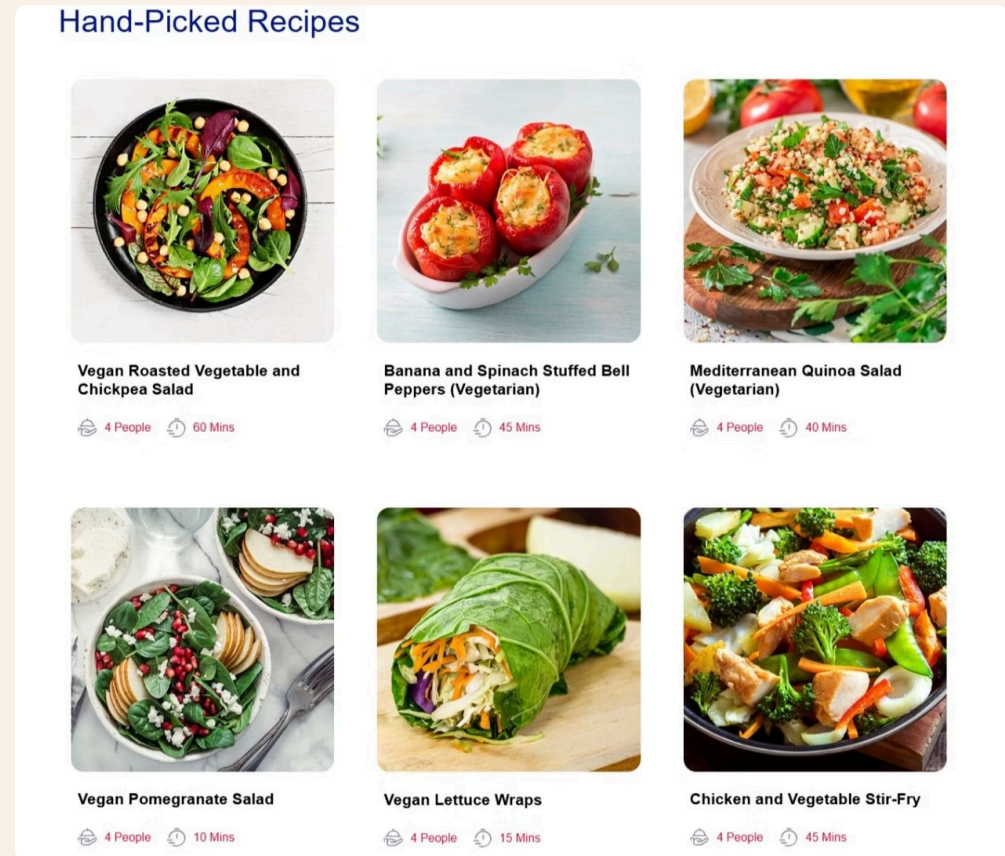
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Key Feature: Recipes Page

Value-Added Content that Inspires

The new recipes page serves multiple strategic purposes:

-  Showcases creative ways to use Sharbatly's premium fresh produce
-  Encourages longer website visits and repeat traffic
-  Positions Sharbatly as a trusted advisor, not just a supplier
-  Creates opportunities for content marketing and social media engagement
-  Drives interest in specific products featured in the recipes



The recipes page has become one of the most visited sections, significantly increasing user engagement and session duration.

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The Results: A Digital Renaissance

The transformation delivered measurable improvements in user engagement, brand perception, and business performance, proving the value of strategic digital investment.

40%

Product Page Engagement Growth

25%

Session Duration Increase

80%

Enhanced Brand Perception

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Business Impact: Beyond the Metrics



Brand Consistency

Content standardisation across the site reduced confusion and reinforced a cohesive brand identity

Talent Acquisition

Enhanced Careers section with more professional presentation increased traffic and engagement from potential candidates

1

2

3

Improved User Experience

Optimised navigation, language switchers and improved contact forms enhanced the overall user journey

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Services Delivered by Centric

Website Development

Built a modern, responsive website with optimised performance, intuitive navigation and strategic CTAs to drive engagement and conversions

UI/UX Design

Created an intuitive, visually appealing interface that guides users through a seamless journey whilst communicating Sharbatly's premium brand positioning

Content Strategy

Developed engaging, consistent content that tells Sharbatly's story whilst providing value to users through features like the recipes page and product information



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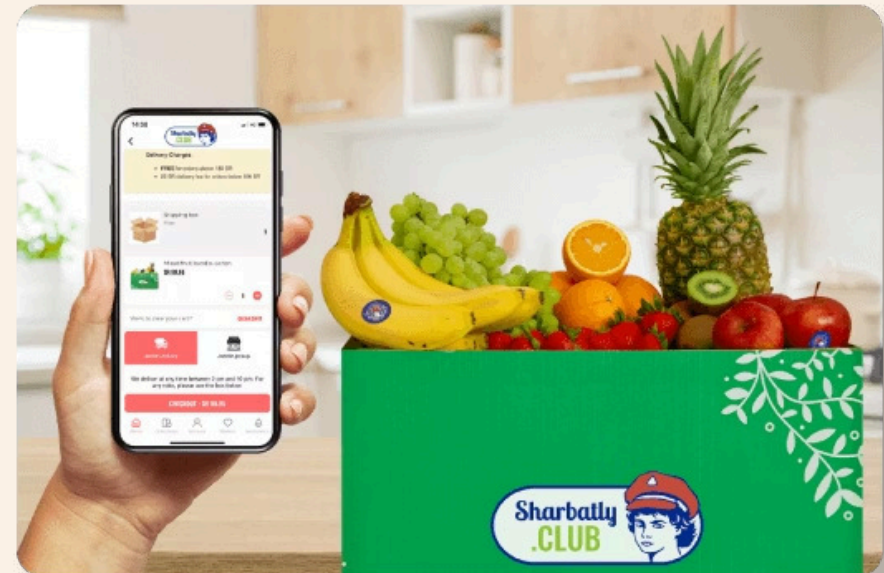
Conclusion: Tradition Meets Innovation

The revamped Sharbatly website successfully merged tradition with innovation, providing a modern platform that aligns with the company's rich heritage and future ambitions.

By addressing the key challenges—outdated design, inconsistent content, and poor navigation, Centric transformed Sharbatly's digital presence into a dynamic, user-centric experience.

This case study demonstrates that a well-executed digital transformation can significantly improve user engagement, enhance brand perception, and drive measurable business results for even the most established brands.

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Unlock Your Digital Potential with CENTRIC

As demonstrated through our successful partnership with Sharbatly, Centric specializes in transforming legacy brands into digital powerhouses. Our expertise in UI/UX design, website development, and comprehensive content strategy empowers businesses to enhance user engagement, elevate brand perception, and achieve measurable growth.



Ready to redefine your digital presence?

[Learn More at Centric](#)

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