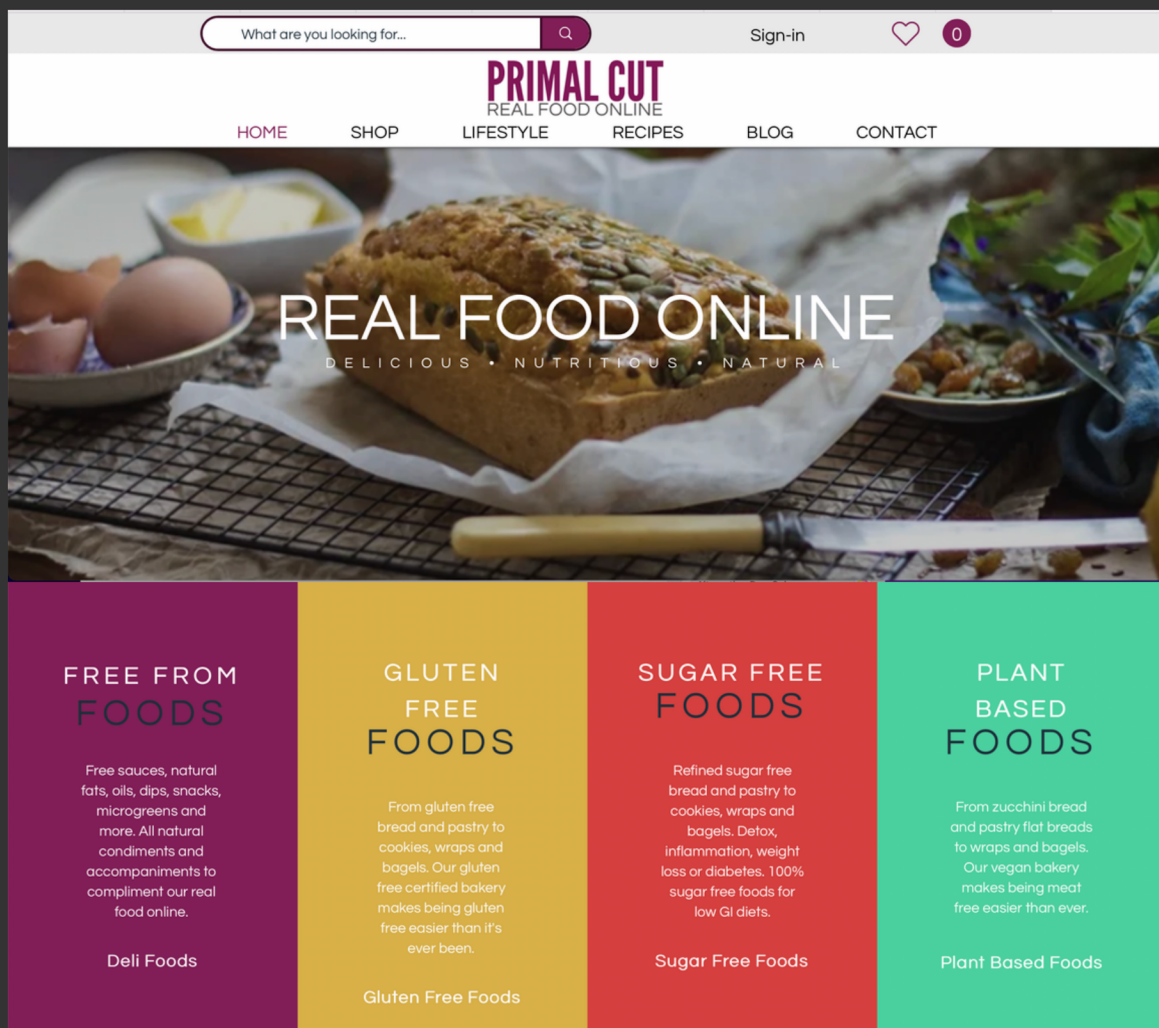# Primal Cut

Primal Cut is a 'real food' provider, aiming to provide high quality ingredients without any additives. They started as wholly sausages, but they had plans to expand. As such they needed a website that could handle expansion, without reliance on me as a web designer. We also needed to carefully consider their ecommerce platform given this plan for expansion of lines. From a branding POV, we needed to sign post people to the type of product at glance and consider the practicalities and cost of printed labels.

Primal Cut

I chose elementor as a base for the website and gave the business owners training in how to use the drag and drop elements, as well as creating a number of templates for different elements/page laoyuts so they would be able to expand the website without me. I did however build a custom payment structure for listing which meant we didn't need to worry about the limits of Shopify or similar.