CASE STUDY · BN SYNDICATE

From product list to buying guide

If your buyers can’t find or compare your products, they shortlist someone else.



My family’s business · paid · about six weeks
March to April 2026 · Ria Nerurkar

WHAT CHANGED

A catalogue became a buying guide

× Before	✓ After
Products listed by name, findable only if you knew what to ask for	Organised by what each tape is used for
Specs in mixed formats and units, hard to compare	One standard format across every product
Language written for engineers	A selection guide and Education Hub that let a purchase team shortlist with confidence
An outdated look, like most of the sector	Product and in-use photography that shows a real manufacturer

§ 01 · FRAME

Two goals that pulled against each other

What the business wanted

More enquiries

Credibility with international buyers

A way to show its full product range

The last two pull against each other: showing everything makes things harder to find, and the old site already had that problem.

The scope I agreed

Five kinds of buyer use the site: procurement, engineers, manufacturers, distributors and export buyers. Serving all five equally is how B2B sites end up vague.

Make the site work for the person who shortlists suppliers.

6 weeks
March to April 2026

Paid
engagement

5 → 1
buyer types, designed for one

Live
site, launched April 2026

§ 02 · EVIDENCE

What buyers need, reached second-hand

- Owner conversations

25+ years in the industry

Marketing first, then 15 years in manufacturing. His key point: procurement shortlists suppliers before engineers get involved.

- Datasheet audit

Every technical datasheet

Specs came in mixed formats and units, so comparing two tapes meant converting numbers first. The language assumed an engineer.

- Competitor review

Competitors and global suppliers

Leaders organise by application and publish guides. Many hide specs in PDFs and use stock imagery: what to borrow, and what to avoid.

The gap. I didn’t interview buyers for this project. Everything they need reached me through these three sources.

THE OWNER'S KEY POINT

Procurement teams shortlist suppliers before engineers get involved.

If a supplier doesn't make the shortlist, the engineer never sees it. So the site had to work for the shortlister first.

§ 03 · DECIDE

Organise by application, not by product

Before · a product list

- BNS 261
- BNS 361
- BNS.PGC
- BNS PiO5OSi
- BNSDSTLAM

… 27 products, findable by name

After · grouped by the job each tape does

High-temperature insulation
BNS PiO5OSi · BNSPTFE

Medium-temperature insulation
BNS.PGC · BNS 461

Conductive or grounding use
Efreind copper

Moisture-resistant use
BNS.NyAF · BNSPTFE

General-purpose mounting
BNSDST · BNSDSTLAM

Printable or coloured use
BNSDSTLAM · BNS.PGC

Buyers arrive with a problem, such as “a tape that holds at 200°C”, not a product code. The full range stays visible, and every product is findable by the problem it solves.

§ 03 · DECIDE

Design for procurement first

They're the gatekeepers of the shortlist, and usually not materials specialists.

Every product page is written so a purchase team can act on it. The full specifications stay there for engineers.

Options I rejected

A simpler catalogue

Cleaner to look at, but you still only find what you can already name.

A PDF catalogue

The competitors' weak point. Not findable through Google, and hard to read on a phone.

Online prices or ordering

Price depends on quantity and spec, so every serious order needs a quote. The site sends buyers to an enquiry.

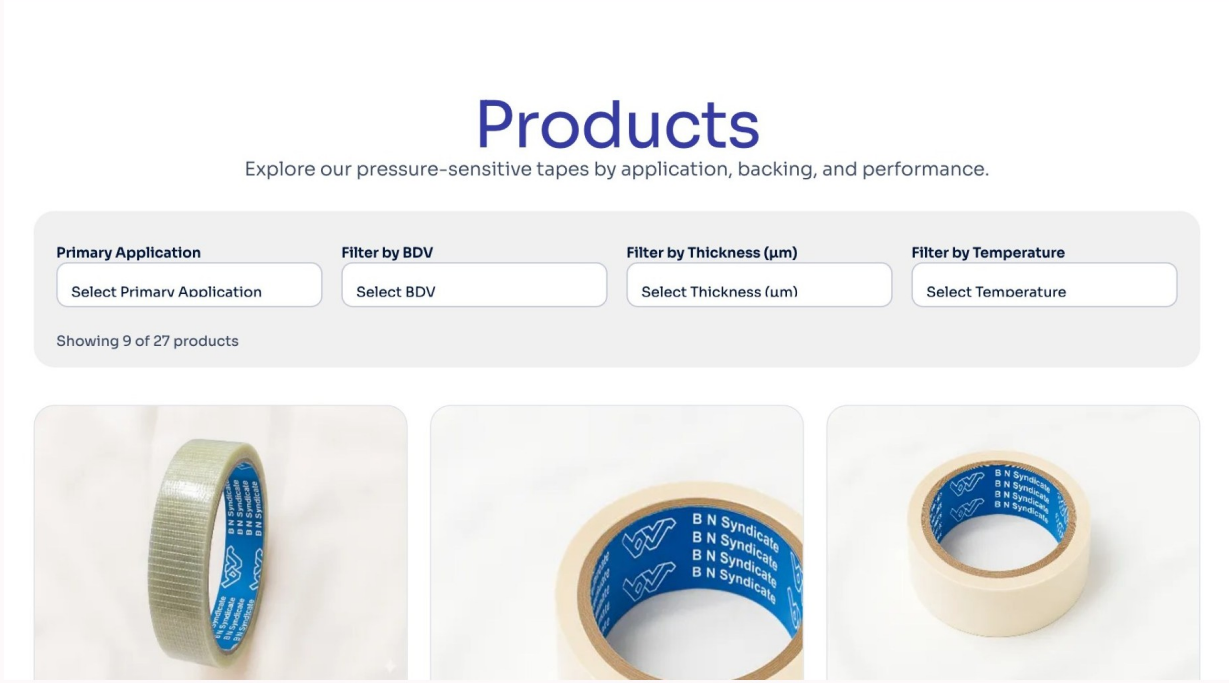
§ 04 · BUILD

Filter by the job, not the name

Live

Products are filtered by primary application first, then by breakdown voltage, thickness and temperature.

A buyer who needs a tape that holds at a certain heat can narrow 27 products to a shortlist without knowing a single product code.



bnsyndicate.com · Products

§ 04 · BUILD

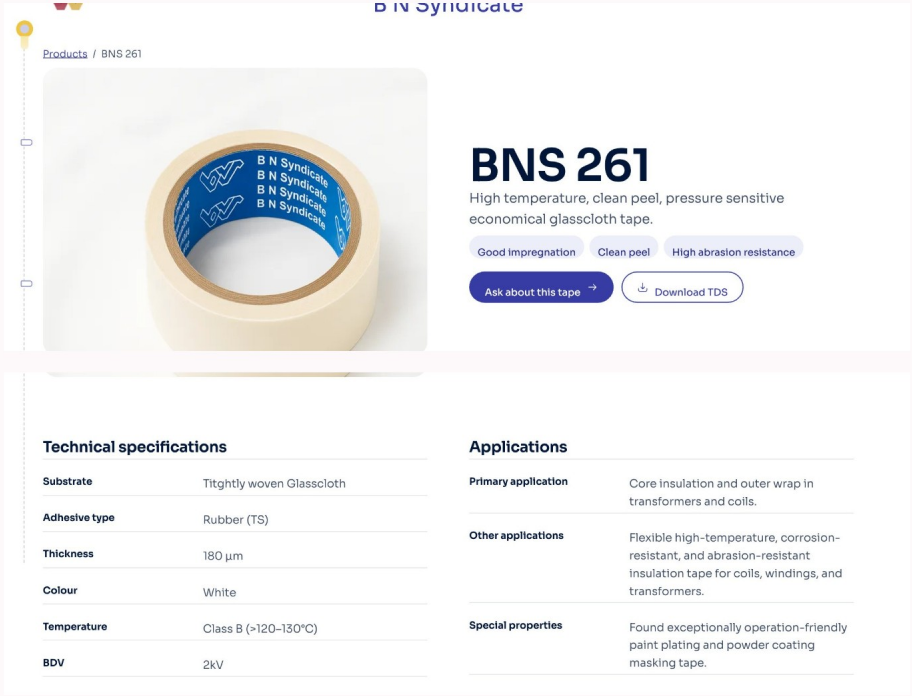
One spec format across every product

Live

Every product page uses the same fields in the same units: substrate, adhesive, thickness, colour, temperature class and breakdown voltage.

Buyers can compare temperature resistance, breakdown voltage or thickness without converting units first. The specs live on the page, not in a PDF.

Each page also says what the tape is for, and leads to an enquiry.

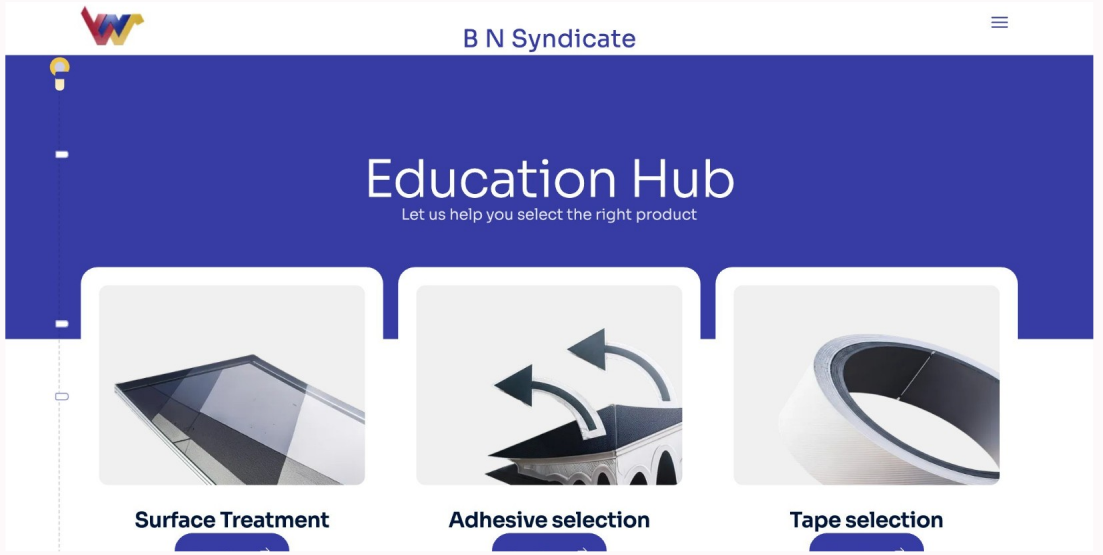


bnsyndicate.com · Product page, BNS 261

A guide and a hub for non-engineers



Tape selection guide



Education Hub

The guide walks buyers through the criteria that matter for their application. The hub covers adhesive selection, surface preparation and how pressure-sensitive adhesives work.

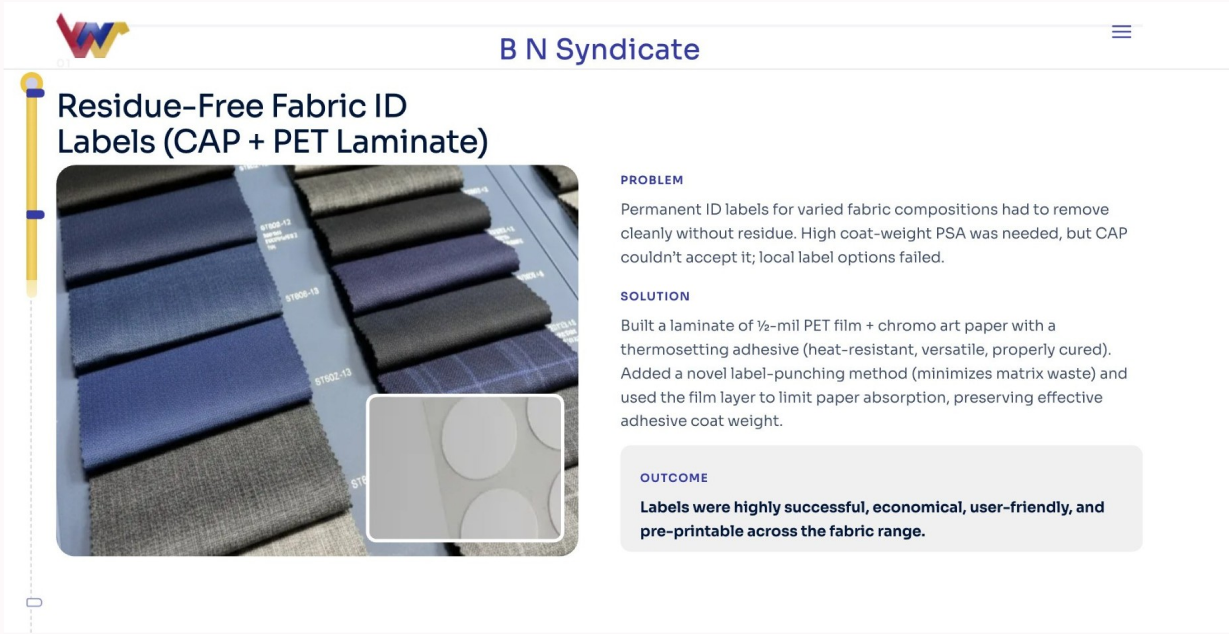
Photography that shows a real manufacturer

Product and in-use photography replaced the generic stock look most of the sector relies on. Case studies show tapes doing a real job.

Every product page and guide has a clear route to an enquiry.

What I'd change

Some product images are AI-generated renders. Next time I'd use photographs only for products, because a buyer judges a real product by its photo.



bnsyndicate.com · Our Work, case study

§ 05 · TEST

The lowest score points at the key decision

Launched April 2026 · the owner's assessment

"Slick, with high aesthetic value."

8/10	9/10	7/10
Informative	Catalogue, product detail and customer-friendliness	Ease of handling · the lowest score

Still unproven. The project is closed, so the site wasn't tested with buyers. All customers so far are in India, so international credibility is unproven.

Where I'd start. Ease of handling is how visitors find their way, the part built on my key decision. I'd watch procurement users look for a tape for a real application.

EVIDENCE TRAIL

From source to decision

Source	Finding	Decision
Owner conversations	Procurement shortlists before engineers get involved	Design for procurement first
Datasheet audit	Inconsistent units; language written for engineers	Standardised specs; selection guide; Education Hub
Competitor review	Leaders organise by application; many hide specs in PDFs and use stock imagery	Application-led structure; specs on the page; real photography

Have a product range your buyers struggle to compare?

Book a fit call →