



# Taking B2C for a Spin: Dynacraft Takes their Brand to Consumers with Magento

## What They Needed

Dynacraft Wheels, with a 30-year history as a B2B giant, needed a platform to take their products direct to consumers.

Partnering with iconic brands like Hot Wheels, Barbie, Hello Kitty, Marvel and more, Dynacraft Wheels' products sit front and center in well-known brick-and-mortar retailers like Walmart, Target, and Toys"R"Us. Dynacraft's previous online presence directed consumer traffic to those B2B partners without offering the consumer the ability to purchase directly from them. This year, they decided to take their brand to the next level, opening up their online store to consumers for the very first time. They partnered with Human Element, a Magento Professional Partner, to tackle the strategy, design and implementation of their Magento 2 store.



*"We realized that we must change and adapt our digital presence in order to move our business into the B2C model. In short, the consumer experience had to differ from the very successful B2B model we have been operating under."*

JOHN BISGES

MANAGING DIRECTOR, DYNACRAFT WHEELS

## What Human Element Did

Using the power of Magento 2, Human Element helped Dynacraft develop a robust website with a custom NetSuite integration.

The New Dynacraft Wheels Magento 2 store features new architecture, and a fresh, modern look and feel.

Human Element also designed and implemented:

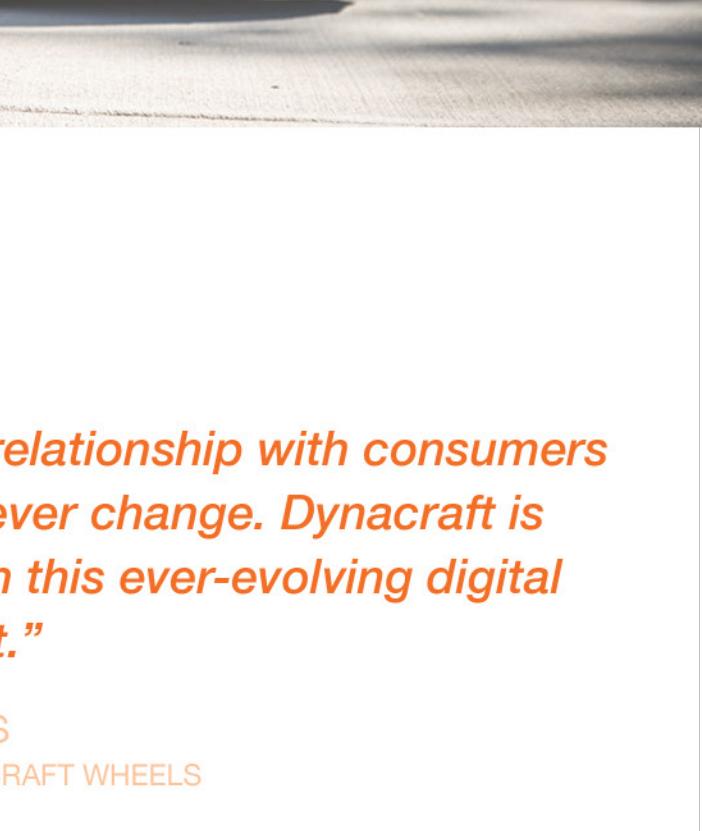
- A real-time integration with the NetSuite ERP
- A Where to Buy feature powered by Channel Advisor
- A Fit-My-Ride Tool for parents to choose the right size bike for their child
- Email marketing integration with Mailchimp



## Success

Dynacraft now enters their first Holiday season poised to sell directly to consumers, the first step in becoming a nationally recognized consumer brand.

Using the flexibility and control offered by the Magento 2 platform, Human Element crafted a custom, scalable solution that puts Dynacraft in the driver's seat for their online sales while improving the way they generate business for their wholesale partners. Careful strategic planning for this business transition and the right tools for both consumers and staff allow Dynacraft to take strong first steps toward becoming a highly recognized consumer brand.



**human element**



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JOHN BISGES  
MANAGING DIRECTOR, DYNACRAFT WHEELS



*"The need for a good reputation and relationship with consumers and suppliers, on and offline will never change. Dynacraft is committed to finding that balance in this ever-evolving digital environment."*