

PORTFOLIO CASE STUDY

Genesis Pharmaceuticals goes to market.

A seventeen-page medical supply website, nine product categories deep: built on a brand system, written from scratch, engineered to be searched, and locked before delivery.



IN3DAYS.AFRICA

BRAND SYSTEMS · COPYWRITING · USER EXPERIENCE · WEB APPLICATIONS

A supplier with a catalogue, and **nowhere to put it.**

Genesis Pharmaceuticals (Pty) Ltd supplies medical equipment, consumables, diagnostics, laboratory products and rehabilitation aids out of Schweitzer-Reneke in South Africa's North West, into six SADC markets. Fifteen years of trading, SAHPRA registered, and a product range that ran to hundreds of lines - with no digital place for a procurement officer to find any of it.

The brief was not a brochure. It was to take a working supplier's real range and make it findable, credible and quotable by the people who buy it.

17

PAGES DELIVERED

9

PRODUCT CATEGORIES

181

PRODUCT LINES
INDEXED

6

SADC MARKETS

WHAT WAS SUPPLIED

CLIENT	Genesis Pharmaceuticals (Pty) Ltd
SECTOR	Medical supply and distribution
MARKETS	South Africa, Botswana, Zimbabwe, Lesotho, Eswatini, Mozambique
DISCIPLINES	Brand system, copywriting, user experience, web applications
DELIVERED BY	in3Days.Africa

THE WORKING METHOD

Every revision round
shipped a verified build.

The client sent changes the way clients do: a long email, a technical specification, photographs off a phone, an email signature carrying the current registrations. Each round came back as a complete, versioned, tested build.

Where the instruction overlapped something already on the site — two categories that had to merge, a page that had to come off — the call was made, stated plainly, and the old addresses were redirected rather than left to break.

A palette taken from the client's own **printed identity**.

Genesis already had an identity. It simply lived in PDFs and old adverts rather than in a system anyone could build with. The brand manual, product adverts and packaging were read, sampled and resolved into a working digital system: five colours, two typefaces, three button weights and one tile grammar that carries every page on the site.



A Trusted Partner in **Health and Wellness.**

MERRIWEATHER — HEADINGS, 300 / 700

From hospital equipment and Rapid Diagnostic Test Kits (IVDs) to everyday medical consumables and laboratory supplies, our portfolio is built for frontline health providers, retailers, and distributors alike.

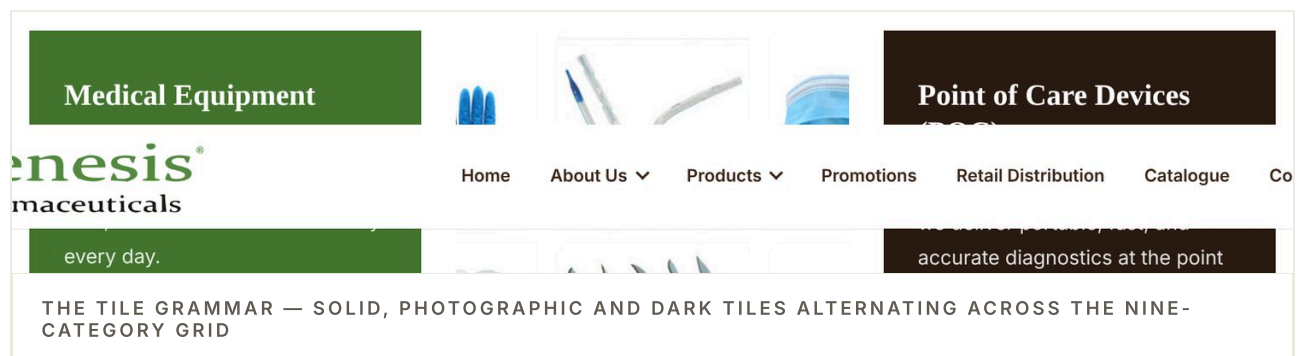
OPEN SANS — BODY, 400 / 600 / 700

REQUEST A QUOTE

EXPLORE PRODUCTS

SEARCH THE INDEX

Primary, secondary and ghost. One decision per screen, never two competing for the same click.



Written for the person raising the **purchase order**.

Every word on the site was written for this build. The voice is deliberately plain: a procurement officer comparing suppliers does not want adjectives, they want to know whether you stock the thing, whether you are allowed to sell it, and how fast you answer. Headlines carry a split emphasis — a calm opening clause, then the claim in colour.

Genesis Pharmaceuticals (Pty) Ltd offers standard **Empty Hard Gelatin Capsules**.

PHARMACEUTICAL PRODUCTS — STATEMENT LINE

From biohazard bags to sharps containers, our range keeps clinical waste **contained and compliant**.

BIOHAZARD PRODUCTS — STATEMENT LINE

Current promotional pricing on our fastest-moving in vitro diagnostics. All prices exclude VAT and hold while stock lasts.

PROMOTIONS — LEAD PARAGRAPH

TERMINOLOGY HELD EXACTLY

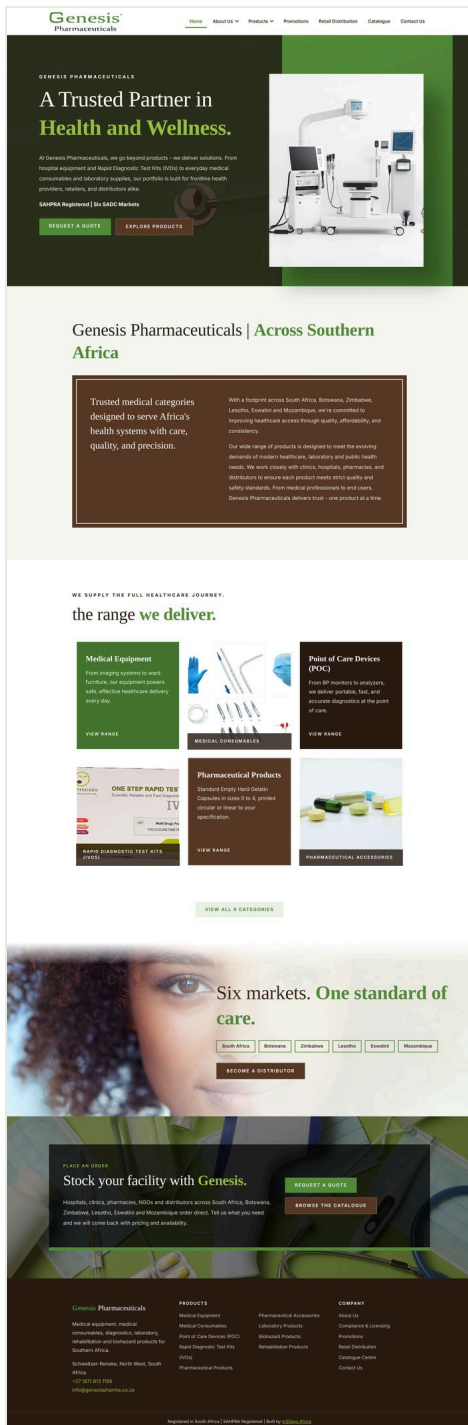
The client was specific: the category is "Rapid Diagnostic Test Kits (IVDs)", written in full every time it appears. It appears in the navigation, the tiles, the footer, the page title, the body copy and the enquiry form - identically, seventeen pages deep. Regulated sectors are read closely; a supplier who abbreviates their own category invites the question of what else they abbreviate.

NINE CATEGORIES, EACH GIVEN ITS OWN ARGUMENT

- | | |
|--|--|
| ■ Medical Equipment / Hospital Furniture | ■ Medical Consumables / Dry Dispensary |
| ■ Point of Care Devices (POC) | ■ Rapid Diagnostic Test Kits (IVDs) |
| ■ Pharmaceutical Products — empty capsules | ■ Pharmaceutical Accessories |
| ■ Laboratory Products | ■ Biohazard Products |
| ■ Rehabilitation Products | |

The homepage, **end to end.**

Dark hero, credentials inside the first screen, the range as tiles, the six markets as a statement, and one order panel to close. A visitor who scrolls once knows what Genesis sells, where it sells it, and what to do next.



Credentials in the first screen

SAHPRA registration sits inside the hero, not three screens down. It is the first thing a procurement buyer checks, so it is the first thing the page answers.

Nine categories, six tiles

The homepage shows six and sends the rest to the products page. A grid of nine reads as a list; six reads as a selection.

One call to action per band

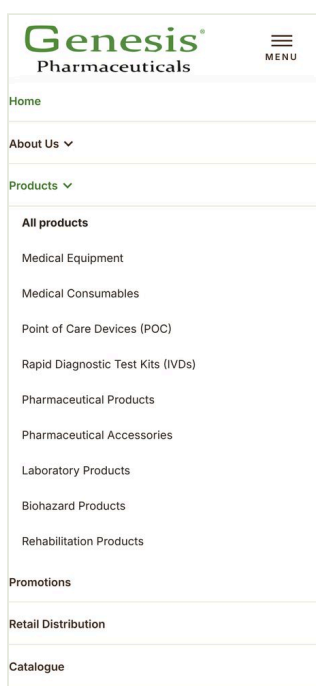
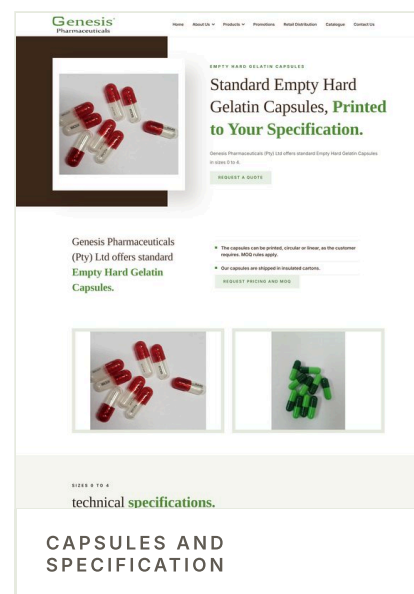
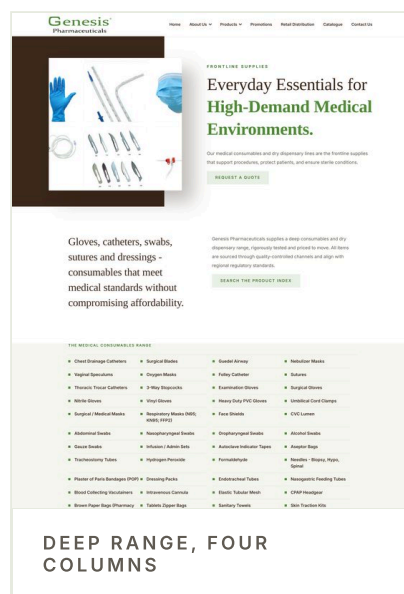
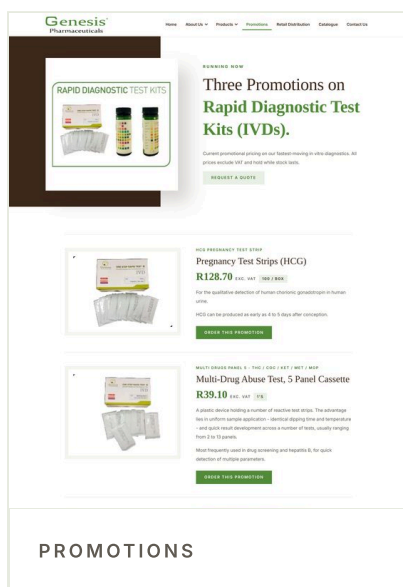
Request a quote, become a distributor, browse the catalogue. Each band asks for one thing only.

Six markets, stated plainly

South Africa, Botswana, Zimbabwe, Lesotho, Eswatini and Mozambique, named on the homepage and repeated in the enquiry form so a buyer never has to ask whether Genesis delivers to them.

One layout system, seventeen pages.

Inner pages inherit the same grammar: split hero, a statement set against a body column, the range, related categories, order panel. Deep ranges — fifty-seven consumables lines, thirty-five laboratory lines — break to full width in four columns rather than crushing into a side column and leaving the other half of the page empty.



RESPONSIVE BEHAVIOUR

Seven top-level items is a lot of navigation. The menu collapses to a drawer at 1180px rather than the usual 1080, because between those widths the seventh item wrapped onto a second row and sat over the logo. The product list opens as a two-column panel on desktop and an indented accordion on a phone.

Every page was proven at 1440px and 390px before delivery.

Addresses without .html

Each page is its own folder served as index.html, so the browser shows /promotions rather than /promotions.html — and the build still opens correctly off a filesystem, from a subfolder, or at a domain root.

The instruments that make the catalogue **answer back**.

A supplier site earns its keep when a buyer can find one item out of hundreds without reading a category tree. Three live instruments were built into the site and tested against the real product data.

SEARCH THE PRODUCT INDEX

oximeter

×

Point of Care Devices (POC)

13 product lines

SEARCHABLE PRODUCT INDEX

The index is generated from the actual product lines rather than a hand-written keyword list, so it cannot drift from the catalogue. Type **oximeter** and it returns Point of Care Devices; **sutures** returns Medical Consumables; **fume** returns Laboratory Products. A miss says so plainly and offers the enquiry form.

SIZE	DIAMETER (MM)		CUT LENGTH (MM)		LOCKED LENGTH (MM)	WEIGHT (MG)
	CAP	BODY	CAP	BODY		
TOLERANCE	± 0.06	± 0.06	± 0.4	± 0.4	± 0.4	± 10%
0	7.63	7.32	11.1	18.6	21.5	96
1	6.91	6.62	10.1	16.6	19.1	76
2	6.34	6.07	9.1	15.4	17.8	63
3	5.81	5.56	8.2	13.45	15.7	50
4	5.31	5.06	7.25	12.2	14.4	40

TECHNICAL SPECIFICATION, CAPSULE SIZES 0 TO 4

ProductsPromotionsRetail DistributionCatalogueContact Us

Full name

Organisation

Email

Phone

Country

South Africa

Product category

Not sure yet

What do you need?

Products, quantities and delivery location

SEND ENQUIRY

Add your name, a valid email and what you need, then send again.

ENQUIRY AND QUOTE REQUEST

Name, organisation, country, product category and requirement, validated before it sends, with a plain-language message when a field is missing rather than a browser default.

SHIPPED PROTECTED

The code was locked before the zip was made.

Ninety-four class names scrambled to meaningless five-character replacements across the stylesheet, every page and the script. Everything minified. A guard on inspection shortcuts and right-click, with text still selectable and forms still working.

Proven before hand-over: all seventeen pages screenshotted at desktop and phone width, locked against unlocked, pixel for pixel identical; every script syntax-checked; and eighteen behaviour tests run against both builds with the selectors translated through the class map.

Not a website. A working instrument.

Genesis came to this with a product range, an old brand manual and a set of photographs. What went back was a brand system anyone can build with, copy written for the buyer rather than the brochure, a layout grammar that holds across seventeen pages, a product index that searches itself, and a locked, versioned, tested build.

BRAND SYSTEM

Palette, typography, button hierarchy and tile grammar, resolved from the client's own identity and documented by use.

COPYWRITING

Every line written for the build, in the client's terminology, held identical across every page it appears on.

USER EXPERIENCE

One layout system across seventeen pages, proven at desktop and phone width before delivery.

WEB APPLICATIONS

A searchable product index generated from the catalogue itself, a validated enquiry instrument and a technical specification table.

CODE PROTECTION

Scrambled, minified and guarded, with a four-part proof that the locked build is identical to the one that was signed off.

DELIVERY

A versioned build that runs at a domain root or in a subfolder, opens off a filesystem, and carries its own server rules.

17

PAGES, PIXEL-PROVEN

181

PRODUCT LINES
INDEXED

94

CLASS NAMES
SCRAMBLED

18

BEHAVIOUR TESTS
PASSED

The site runs today at in3days.africa/genesis/ — installed in a subfolder, with the same build ready to move to the client's own domain without a line of it being rewritten.

Websites in three working days.