



Montana Silversmiths

Montana Silversmiths, the number one Western jewelry and silver buckle manufacturer, uses the LiquidPixels LiquiFire® OS to create its interactive, virtual "Buckle Builder" tool for website customers.

With LiquiFire OS, Montana Silversmiths can retrieve master images using the Assets from Anywhere™ feature and use those images to build customized representations of a possible purchase. Customers therefore get a real-time view of their own, personally-constructed buckle before making their final buying decision. This makes for an enhanced shopping experience and gives Montana Silversmiths added value that includes:

- A wider range of consumers, thanks to the Buckle Builder's personalized engraving feature
- A 91% increase in customer order business
- More time to devote to other resources and less time spent on programming and code

LIQUIDPIXELS AND MONTANA SILVERSMITHS:

Rounding Up Revenue with a No. 1 Industry Brand Name

What can you expect to see at a rodeo?

Horses, lassos, ten-gallon hats... and silver accessories.

You read that right. When a huge portion of the American West thinks of rodeos, it thinks of silver. More specifically, it thinks of Montana Silversmiths. Founded in 1973 and part of a long tradition of silver prospecting dating back to the 19th Century, Montana Silversmiths is a leading purveyor of Western-themed jewelry and trophy belt buckles. With customizable products designed and manufactured exclusively in its home state, Montana Silversmiths has become the number one Western industry brand name within this rapidly expanding niche market...and all in just a few short decades. No other Western jewelry or buckle maker comes close in terms of market share or name recognition. In addition, the Silversmiths belt buckle is quickly becoming the must-have accessory for any cowboy or cowgirl.



"Being able to offer these buckles for more personal purchases...has really been instrumental in both growing the brand [and] the business itself."

-Melissa Smith,
Manager of E-Commerce and Retail Sales,
Montana Silversmiths

In recent years, however, Montana Silversmiths has seen tremendous growth outside of the rodeo ring. This is thanks to internal ingenuity and help from a prosperous partnership with LiquidPixels.



LiquidPixels provided Montana Silversmiths' developers with in-depth training and round-the-clock support during construction of their online Buckle Builder tool. "Using the LiquiFire [system] was probably the easiest part," Smith noted, adding that the operating system has run seamlessly since the Buckle Builder's inception.

More importantly, the Buckle Builder tool has brought in new types of consumers. With the addition of the Buckle Builder and its special features (which include an option for personalized engraving on the back of each buckle), Montana Silversmiths has enjoyed a much broader market appeal. In other words, the Montana Silversmiths belt buckles are no longer just for rodeo-goers looking for buckle trophies. In addition, customers use the Buckle Builder for a wide variety of occasions: from weddings, to anniversaries, to graduations, and beyond. "Being able to offer these buckles for more personal purchases...has really been instrumental in both growing the brand [and] the business itself," Smith said. Indeed, at the end of the Buckle Builder's first year, it had surpassed all revenue goals—and it continues to grow by leaps and bounds. In 2015, the Buckle Builder contributed to a 91% increase in Montana Silversmiths' custom order business, and total customized orders now make up over a third (34%) of the website's intake.

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Montana Silversmiths is so pleased with its Buckle Builder tool and with LiquidPixels' invaluable assistance that the organization is hoping to adapt the tool to some of its other products. So keep your eyes peeled and your lasso ready. Montana Silversmiths' customizable jewelry may be available to preview and purchase via a LiquidPixels program in the very near future. ■■■

Back in 2011, in an attempt to stay ahead of the technology boom, Montana Silversmiths made the savvy decision to launch a comprehensive "business to consumer" (B to C) website in order to give their online customers the best shopping experience possible. With manager of e-commerce and retail sales Melissa Smith at the helm, the website began to pick up steam and rope in new consumers. And yet, like their prospecting ancestors, Smith and her colleagues envisioned newer and bolder ways to increase their business. Aware that their customized belt buckles—previously only purchasable via online forms—made up a promising percentage of their revenue, Smith dreamed of creating a sleeker, more user-friendly interface for their buckle customers: a cutting-edge, interactive "Buckle Builder." "It was our idea all along to create a program that would allow people to select options [for] a buckle and visualize what those options would look like [once they were] all put together," Smith said, adding, "We figured we were going to have to do all of this programming from scratch."

But a chance meeting with LiquidPixels representatives at the 2013 Internet Retailer Conference and Exhibition (IRCE) changed all that. "I went to IRCE and I saw a demo of LiquidPixels, and it was pretty much exactly the thing that we wanted to do with our Buckle Builder," Smith said. Suddenly, Montana Silversmiths had a flexible, cost-effective way to provide a virtual buckle-building tool for their online customers—and the company could focus their precious resources on innovation, leaving the software coding to LiquidPixels. Smith saw that LiquidPixels' LiquiFire® Operating System (OS) could easily be implemented into Montana Silversmiths' own website development process, without any added internal effort.

About Us

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire® dynamic imaging solutions integrate into existing web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. If you'd like to find out more about us, we'd love to tell you. Contact us at LiquidPixels.com.

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