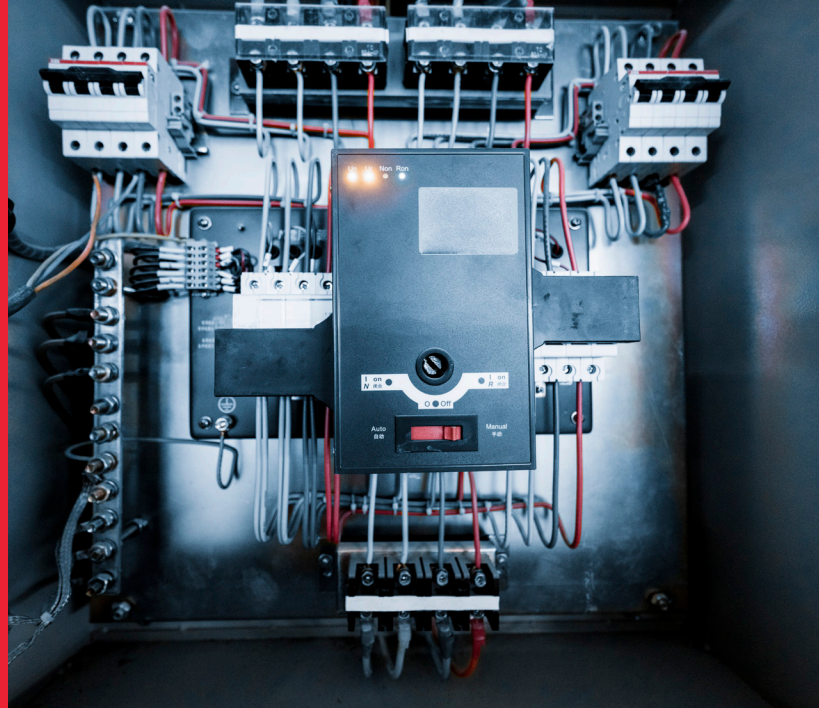# C&K

C&K Switches designs and builds innovative electromechanical switches that power the world's most reliable electronic devices. From automotive to medical technology, C&K is recognized for delivering innovative, precisely engineered solutions built for reliability.

Background

C&K Switches is a global leader in the design and manufacturing of high-quality electromechanical switches. Known for their commitment to innovation, performance, and reliability, C&K strives to provide customers with leading-edge technology and unmatched product quality.

By 2015, C&K recognized that their existing static website could no longer meet the demands of their expanding global audience or support the volume of complex product data they needed to share. To address this challenge, they partnered with Wakefly, Inc., a digital agency with deep expertise in Umbraco development, to create a more dynamic, scalable, and user-friendly web platform.

C&K

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PRODUCTS   **MARKETS**   **SEARCH TOOLS**   **ABOUT US**   **CONTACT US**

PRODUCT SELECTOR

RATING	CIRCUIT	MOUNTING TYPE	SEALING	ILLUMINATION	PRODUCT TYPE*	RESET ALL
Search All ▼	Search All ▼	Search All ▼	Search All ▼	Search All ▼	Search All ▼	SEARCH

TACTILE | PUSHBUTTON | KEYSWITCH | DIP | SNAP-ACTING | SLIDE | SMART CARD READER | HIGH REL CONNECTORS

▼

Search Distributor Stock

Select Search Type: ● Begins With ○ Contains ○ Exact

Enter Part Number: [   ] **Search**

+ Search Competitor Cross Reference

+ Search Product Documents

C&K; Email Newsletter Sign Up

Enter Email: [   ] **Subscribe**

Design Center

The C&K Difference
C&K pioneered the design and development of miniature switch products, and has transformed into the leading supplier of new switching, and electronic component technologies.. >>>

C&K Value Added Services

SPACE SPLICE

- One way connector for linking 2 wires with removable contacts
- Compact format and designed to accept the most popular cable gauges (AWG 20 to AWG 30)
- Replacement of manual splices by standard solution
- Low residual magnetism and degassing
- High radiation and temperature resistance (PEEK material)

Product Releases

C&K Adds Economical Version to the SS Miniature Slide Series
The new economical version is ideal for consumer and telecommunication products >>>

C&K Develops "Soft Touch" SMT Switches with Miniature Footprint, Extended LIfe Cycles
KSH top-actuated tactile switches offer multiple actuation force options.. >>>

Events
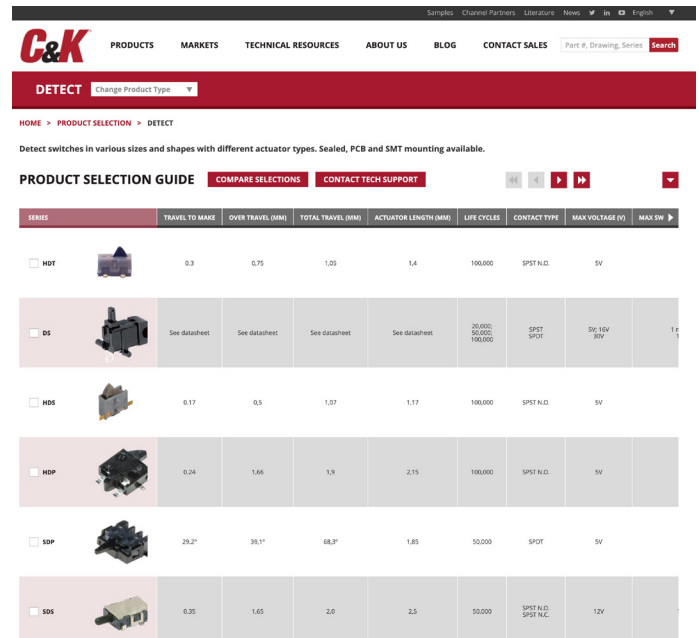
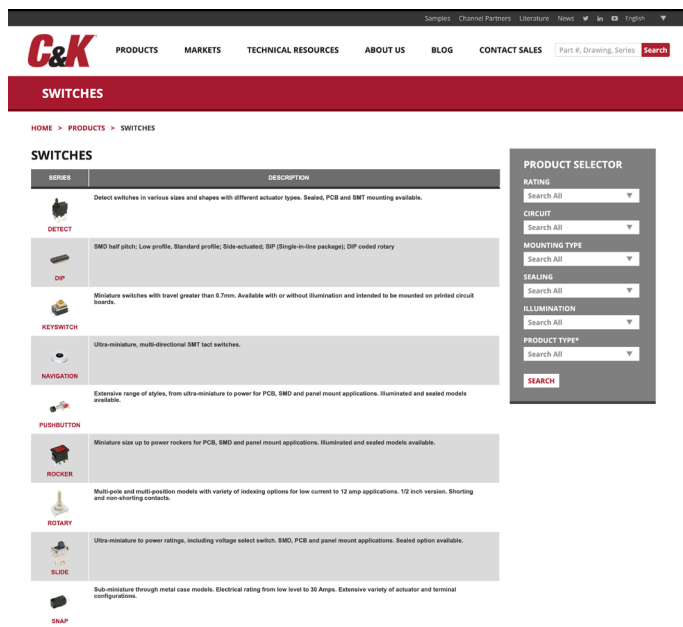SAECCE SAE-CHINA CONGRESS & EXHIBITION

Oct 26-28 | Shanghai, China | Booth E01

Goals & Challenges

C&K's primary goal was to enhance the overall user experience by improving site navigation, functionality, and accessibility. The existing static site limited their ability to manage content efficiently, present products effectively, or integrate modern tools to support purchasing and lead generation.

C&K needed a platform that could not only display thousands of products with intricate technical data but also make it easy for customers to find and compare options. The site also had to support a consistent, professional design across all pages and offer the flexibility to expand globally, accommodating multiple languages and regional markets.

From a technical perspective, the migration from a static HTML environment to a dynamic content management system (CMS) posed significant challenges. Wakefly needed to ensure that the new site structure could handle complex product data relationships, support distributor integrations, and deliver a seamless experience for both users and administrators.

Solution

Wakefly designed and developed a new, fully dynamic website built on the Umbraco CMS, transforming how C&K managed and presented their extensive product catalog. The migration from a static site to Umbraco enabled C&K to maintain complete control over their content, update product information quickly, and expand site functionality without relying on technical support for every change.

The new website architecture allowed for efficient organization of large amounts of product data and intricate functionality within a scalable, easy-to-manage framework. Wakefly implemented flexible component-based templates, giving the C&K marketing team the ability to create and update pages without sacrificing design consistency.

To further enhance the user experience, Wakefly integrated a parametric search and product selection guide, allowing customers to easily filter and compare products based on key technical specifications. The team also developed a distributor stock integration, giving visitors real-time access to product availability and purchasing options through partner channels.

Recognizing C&K's global reach, the new site was built with multi-lingual support—initially supporting English and Mandarin—while ensuring that additional languages could be added seamlessly in the future. A competitor products import feature was also implemented, helping users identify C&K equivalents to competitor components and improving conversion potential.

Results

The launch of the new Umbraco-powered website marked a significant digital transformation for C&K Switches. The move from a static site to a dynamic CMS provided the flexibility and scalability needed to support their expanding global business.

From a user standpoint, the new site delivered a vastly improved experience, with intuitive navigation, powerful product search tools, and direct access to distributor stock information. The clean, consistent design strengthened C&K's brand identity and reinforced their reputation for quality and innovation.
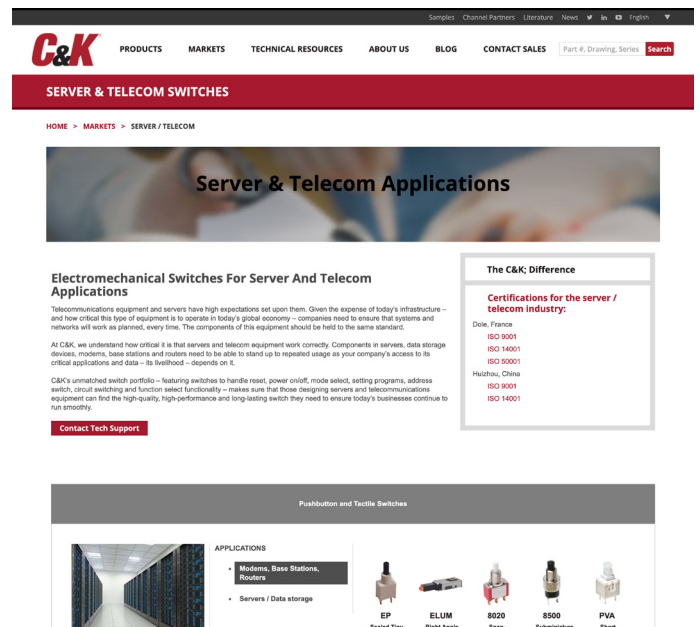
For the internal team, managing content became far more efficient. With Umbraco's intuitive interface and component-based templates, the C&K marketing team could update pages, add new products, and manage multiple languages without developer assistance.

Overall, the new website positioned C&K Switches for long-term digital growth—providing a scalable foundation to support their global marketing initiatives and ensuring they can continue delivering superior service and solutions to their customers worldwide.

Conclusion

Through its collaboration with Wakefly, C&K Switches successfully transitioned from a static web presence to a robust, dynamic platform built on Umbraco. The new site not only improved performance, usability, and content management but also enhanced C&K's ability to serve a global audience.

By combining modern technology with a customer-focused design, Wakefly helped C&K achieve its vision of providing an engaging, efficient, and future-ready digital experience that reflects its leadership in the switch manufacturing industry.

Wakefly

Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.