

Website Revision Notes – Novem

Hi,

Overall, I think the website is coming together really well. Most of the changes at this point are focused on making it feel **more authentic to Novem** by showcasing our actual facility, equipment, and products rather than generic stock or AI-generated imagery.

Please see the requested revisions below, organized by page.

HOME PAGE

Hero / First Three Feature Images

Please replace the first three images (Industrial Freeze Drying, Food Manufacturing, OEM/Private Label) with images that better represent **our facility, equipment, and products**.

The current images don't accurately reflect who we are or the types of products we manufacture.

I've attached a brief with a variety of real facility and product images that can be used as inspiration.

Our Applications

Pet Food

No changes.

Agri-Food

Please replace the current image with one of our actual freeze-dried fruit/product images (for example, the freeze-dried apples).

The current oatmeal image doesn't accurately represent our capabilities.

About Novem

Please remove the AI-generated people.

Instead, replace this image with either:

- a facility image
- equipment image
- product image

I'd like this page to feel authentic and showcase our actual operation.

PET FOOD PAGE

Hero Image

No changes.

Applications

Complete & Balanced Meals

Please update the blurb to:

Custom formulations developed alongside our in-house K9 Nutritionist to support all life stages and meet your brand's nutritional goals.

Meal Enhancement Toppers

Please rename to:

Functional Toppers

Single Ingredient Treats

Title and blurb are fine.

Images

Please replace all application images.

Rather than kibble, granola, or generic pet food, I'd like to showcase our actual product offerings such as:

- Freeze-dried pucks
- Freeze-dried cubes
- Freeze-dried powders
- Single ingredient treats

Please refer to the images included in the brief.

AGRI-FOOD PAGE

Hero Image

Please replace with one of our actual facility or product images.

Applications

Please update to the following:

Ingredients

(Keep this title.)

Functional Blends

(Currently Functional Ingredients)

Food Manufacturing

Replace "Meals & Toppers" with:

Food Manufacturing

Images

Please use imagery that reflects each category.

Ingredients

- Freeze-dried fruits
- Freeze-dried vegetables
- Whole ingredient photography

Functional Blends

- Freeze-dried powders
- Functional ingredient blends
- Powder bowls

Food Manufacturing

Examples such as:

- yogurt inclusions
- smoothie powders
- freeze-dried fruit ingredients
- food manufacturing applications

Again, examples have been included within the attached brief.

Storage Options

Please update this section so it includes **four** storage options instead of three.

Current:

- Frozen Storage
- Controlled Atmosphere
- Dry Storage

Please change to:

- Frozen Storage
- Controlled Atmosphere
- Dry Storage
- Cold Chain

Frozen Storage

Maintained at **-25°C** to preserve product quality, nutritional integrity, and freshness from receipt through production and shipment.

Controlled Atmosphere

Advanced controlled atmosphere storage extends the freshness of harvested ingredients for **up to 10 months**, ensuring a reliable, year-round supply.

Dry Storage

Secure, climate-controlled storage protects shelf-stable ingredients and finished products while supporting efficient inventory management.

Cold Chain

Integrated cold chain logistics maintain product quality throughout storage, transportation, and final delivery.

Why Novem

No changes.

CAPABILITIES PAGE

Hero Image

Please replace with one of our actual facility images.

Storage & Logistics

This section currently isn't consistent with the Agri-Food page.

Rather than:

- Cold Chain Warehouse
- Controlled Atmosphere

Please update it to include the same four storage categories used elsewhere:

- Frozen Storage
- Controlled Atmosphere
- Dry Storage
- Cold Chain

Please also ensure each storage option has its own unique image rather than repeating the same image.

I'll also be updating the copy for these, so please leave room for revised blurbs.

QUALITY ASSURANCE PAGE

Hero Image

Please replace the current image.

It doesn't accurately represent our facility or operation.

I'd like this page to showcase our actual equipment or production environment.

Full Traceability

I'll be updating this blurb.

For the image, please avoid AI-generated people.

I'd prefer something authentic such as:

- warehouse
- inventory
- pallet tracking
- production environment

Production Controls

I'd like this image updated to showcase our **freeze-dried pucks** moving through production rather than pellets.

Documentation

Please refer to the documentation images included in the attached brief.

Those better represent the look we're trying to achieve.

Export Ready

Please replace with one of our facility/loading dock images.

I'd like this section to reinforce our export capabilities using real facility photography rather than stock imagery.

Card Layout

Currently these sections use simple line bullets.

I'd like these redesigned slightly so they feel a bit more polished.

Perhaps:

- circular bullets
- icon bullets
- another subtle design treatment

Something a little more premium while still remaining clean.

CONTACT PAGE

I'm happy with the layout.

The only requested change is replacing the current image with one of our facility or product images to remain consistent across the site.

Overall Direction

The biggest objective with these revisions is to make the website feel **authentic, premium, and unmistakably Novem.**

Wherever possible, I'd like to replace stock or AI-generated imagery with:

- our facility
- our freeze dryers
- our production equipment
- our products
- our warehouse
- our packaging
- our actual manufacturing process

I've included a number of reference images throughout the brief that should provide a good direction for the overall look and feel. I think using our real assets will create a much stronger impression and better communicate the scale and quality of our operation.

