

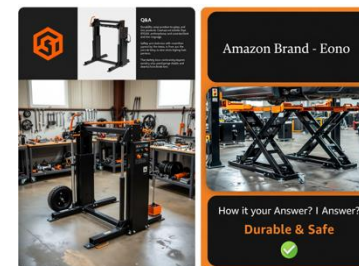
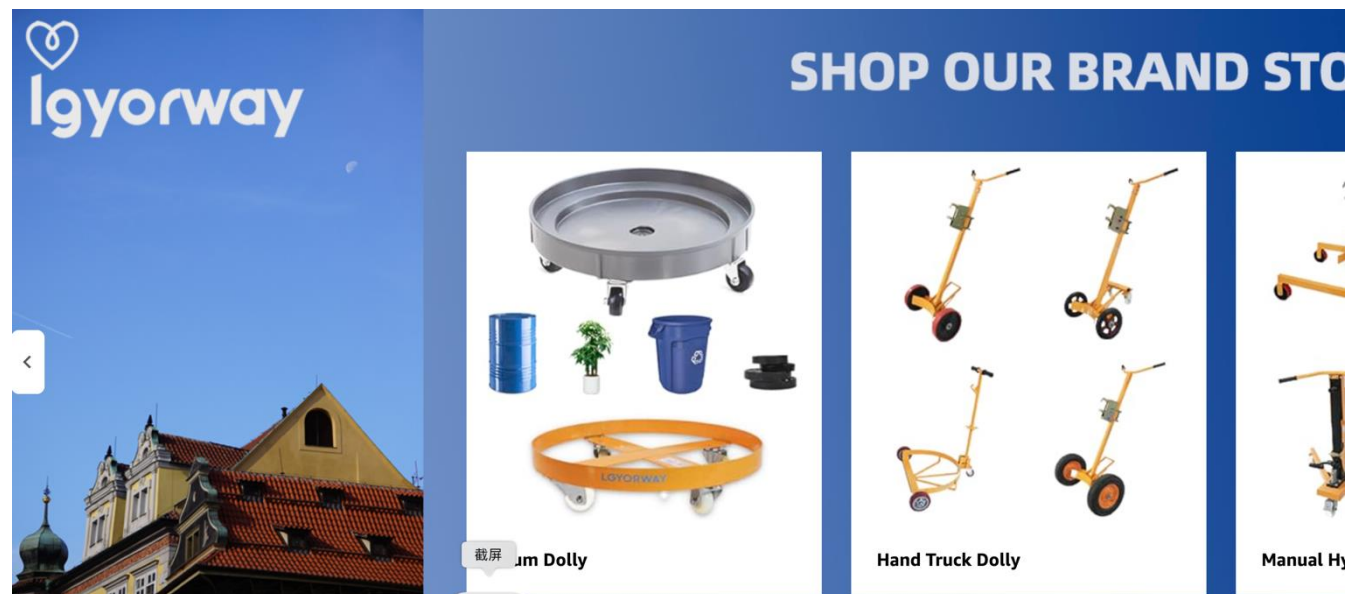
LGYORWAY

Brand Story

Repositioning an Amazon brand page for an industrial-tool buyer

Competitive Benchmark

Reference: DeWalt's Amazon brand page — the industrial-tool visual language buyers already trust



AS-IS 判断 旧版蓝色调更接近消费品，工业感与信任感不足；品牌标志与描述未能第一时间传达“专业设备”定位

Creative Direction

1 视觉基调

从消费蓝转向橙 / 黄工业色调，叠加轻微金属纹理与车间背景，呼应实拍机械感

2 品牌标志

去掉与工具品类不符的爱心元素，改为更硬朗的工业字体 + 齿轮 / 工具图标

3 品牌描述

从冗长说明精简为买家愿意读完的短句

4 新增模块 · **Focus Image**

视觉冲击 + 情感连接的“品牌名片”，用于快速抓住买家注意力

5 新增模块 · **Q&A**

针对工业买家的安全性、耐用性、售后疑虑，提前解答降低决策门槛

Module 01 · Background



Module 02 · Brand Description

Igyorway

Proven Industrial Experience

Founded in 1994, LGYORWAY brings decades of hands-on experience in industrial equipment and professional-grade manufacturing.

Consistent, Controlled Quality

We partner with trusted manufacturers and follow standardized production processes to ensure reliable, repeatable performance.

Designed for Real-World Use

Our products are engineered for factories, warehouses, and workshops—built to support daily operations and heavy-duty tasks.

Reliable Supply, Long-Term Value

With direct sourcing, efficient logistics, and responsive support, LGYORWAY delivers tools you can rely on today and over time.

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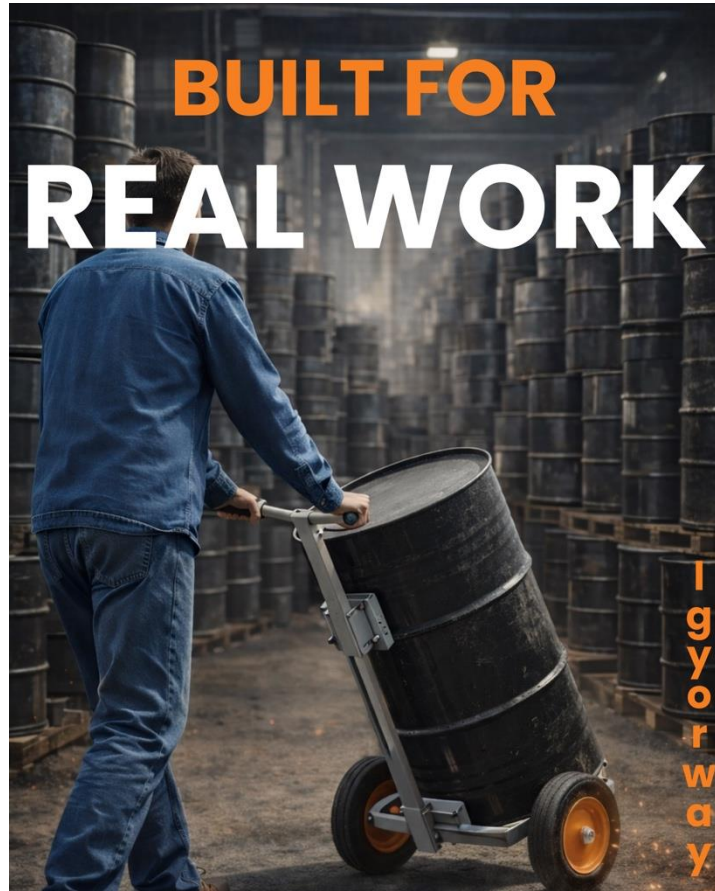
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Module 03 · Brand Focus Image



Module 04 · Brand Q&A

Q Are your products safe to use?

Yes. They are designed to replace manual lifting, helping reduce back strain and common handling injuries, while maintaining a stable, controlled operation.

Q Are they hard to use?

Not at all. Simple mechanical design — no power, no hydraulics, and minimal training needed to get started.

Q How long do your products last?

Built with reinforced, heavy-gauge steel and corrosion-resistant coating, tested to handle repeated heavy loads without bending or frequent maintenance.

Q What support do you provide after purchase?

We offer a 24-month parts replacement guarantee, backed by responsive and straightforward brand support.