

Success Stories

Rootstack worked with Bladex on a rebranding of their website

About Bladex

Latin American Export Bank, S.A. (Bladex) was thus organized in 1977 and incorporated as a corporation in 1978 in accordance with the laws of Panama. Headquartered in Panama, the Bank officially began operations on January 2, 1979. Its main mission is to provide financial solutions of excellence to financial institutions, companies and investors doing business in Latin America.

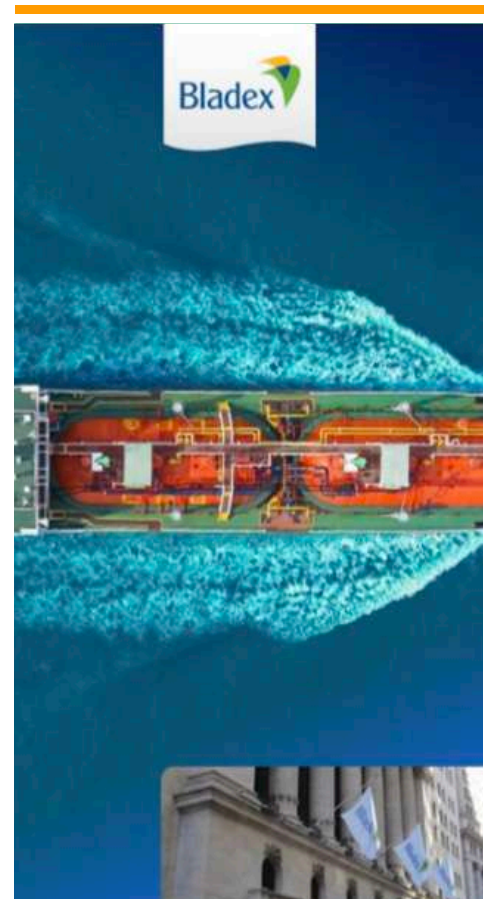


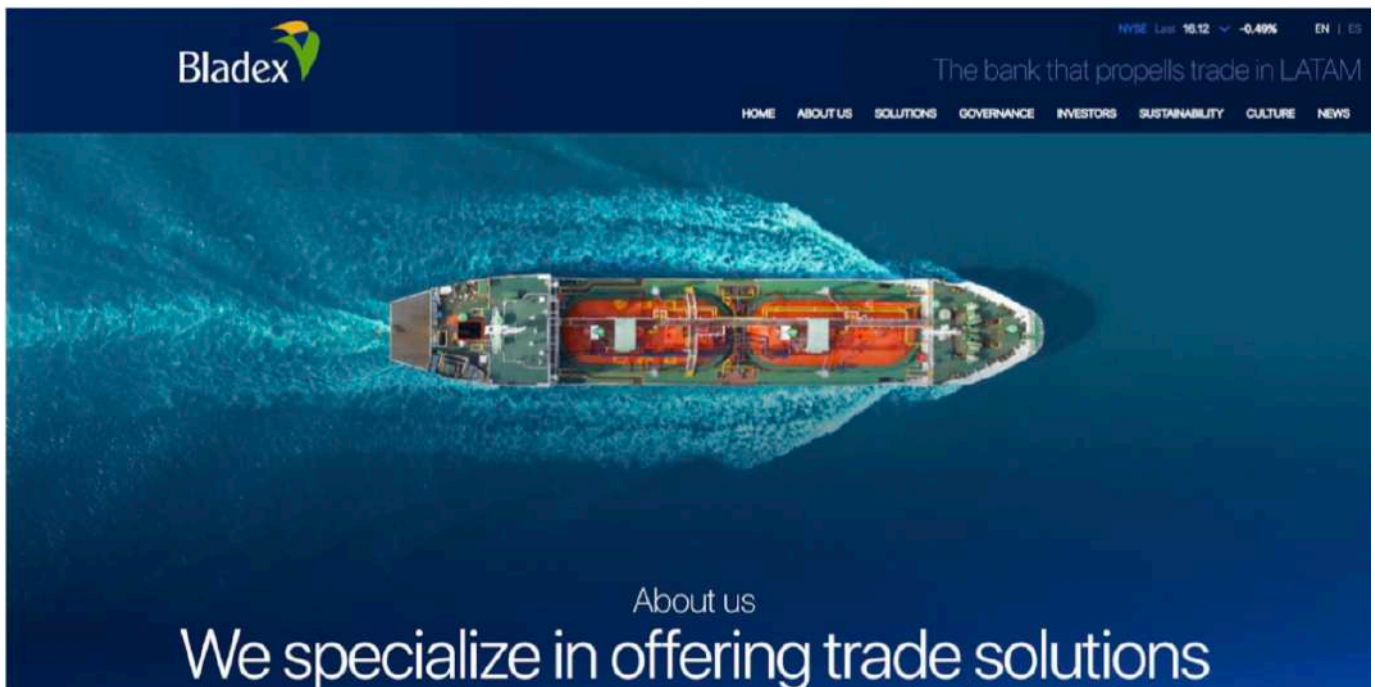
Challenge

Bladex contacted our Rootstack experts with the decision to revamp the design and user experience of their website, which was already over 10 years old and lagged behind current design trends, plus it didn't present the solutions and the speed that its users and clients required.

Our solution

Rootstack got down to business, working alongside Bladex to deliver on their vision and requirements for the revamped website. Our expert designers and developers managed to breathe new life into a page that was stuck in old technology trends.





With better finishes, an interactive interface and designed to meet the main needs of users: quick access to information and detailed texts, the redesign of the Bladex website was a success.

Technologies

Tailwind CSS is a utility-first CSS framework designed to allow users to build applications faster and easier. You can use utility classes to control layout, color, spacing, font, shadows, and more to create a completely custom component layout, without leaving your HTML or writing a single line of custom CSS.

It was used:

