Web Ecommerce PROS | CASE STUDY

Earthwood Products Utah

One store for shoppers and wholesale buyers, after 15 years on Volusion

Earthwood Products moved from Volusion to BigCommerce. We migrated the catalog and customers, then built the wholesale rules on top: customer groups, per-product minimums, a $150 order minimum and purchase order checkout.

- Migration + wholesale setup + design
- Volusion to BigCommerce
- 5 stars on Trustpilot



NOW ON BIGCOMMERCE

3 customer groups

Retail	Standard pricing
Wholesale	Special pricing
Net 30	Purchase orders

15 yrs	**200+**	**3**	**$150**	**5 stars**
On Volusion before the move	Ornament designs, plus grottos and crosses	Customer groups: retail, wholesale, Net 30	Wholesale minimum, before shipping and tax	Client review on Trustpilot

01

THE CLIENT

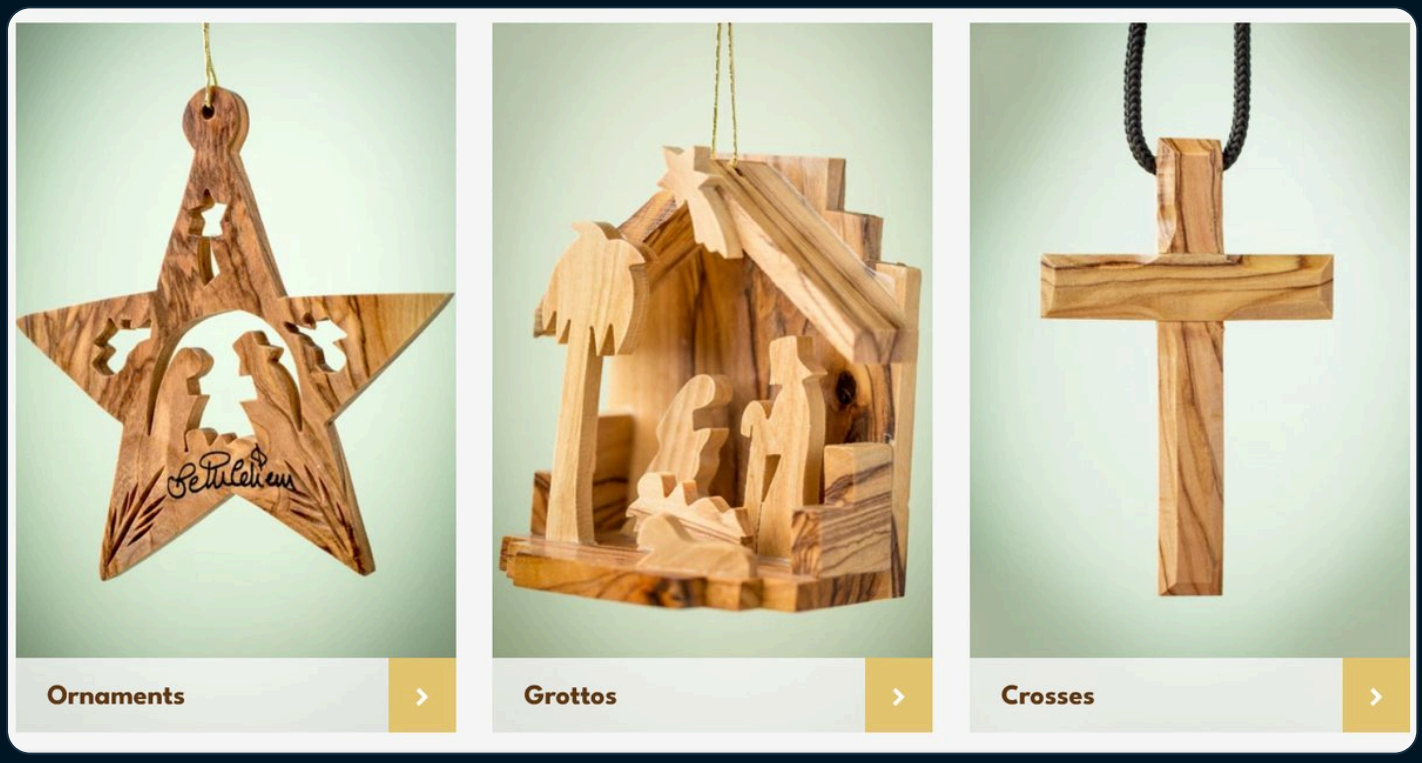
Olive wood from Bethlehem, sold to families and retailers

Earthwood Products is a Utah-based maker of finely crafted wooden religious ornaments and gifts. Every piece is handcrafted from olive wood in Bethlehem by the Giacaman family, who have carved wood for generations.

Two kinds of buyers use the store. Shoppers buy single pieces at retail prices. Retailers buy in volume at wholesale prices, with order minimums and carton sizes. The store had to serve both without confusing either.

Ornaments | Grottos | Nativity sets | Crosses | Figurines | Pendants & rosaries

INDUSTRY Handmade wooden gifts and religious artifacts	BASED IN Holladay, Utah
PLATFORM Volusion to BigCommerce	BUYERS Retail shoppers and wholesale retailers
SERVICES Migration, wholesale setup, storefront design	WEBSITE earthwoodproducts.com



Ornaments, grottos and crosses, as shown on the new homepage.

WHAT THE PROJECT HAD TO DO

MIGRATE

Move everything

All product data, categories and customers from Volusion to BigCommerce.

BUILD

Wholesale without extra apps

Wholesale features built inside BigCommerce, avoiding third-party apps where possible.

EXPERIENCE

One smooth store

A clear experience for both retail and wholesale users.

RULES

Enforce the business logic

Order quantity, pricing and purchase order handling for wholesale clients.

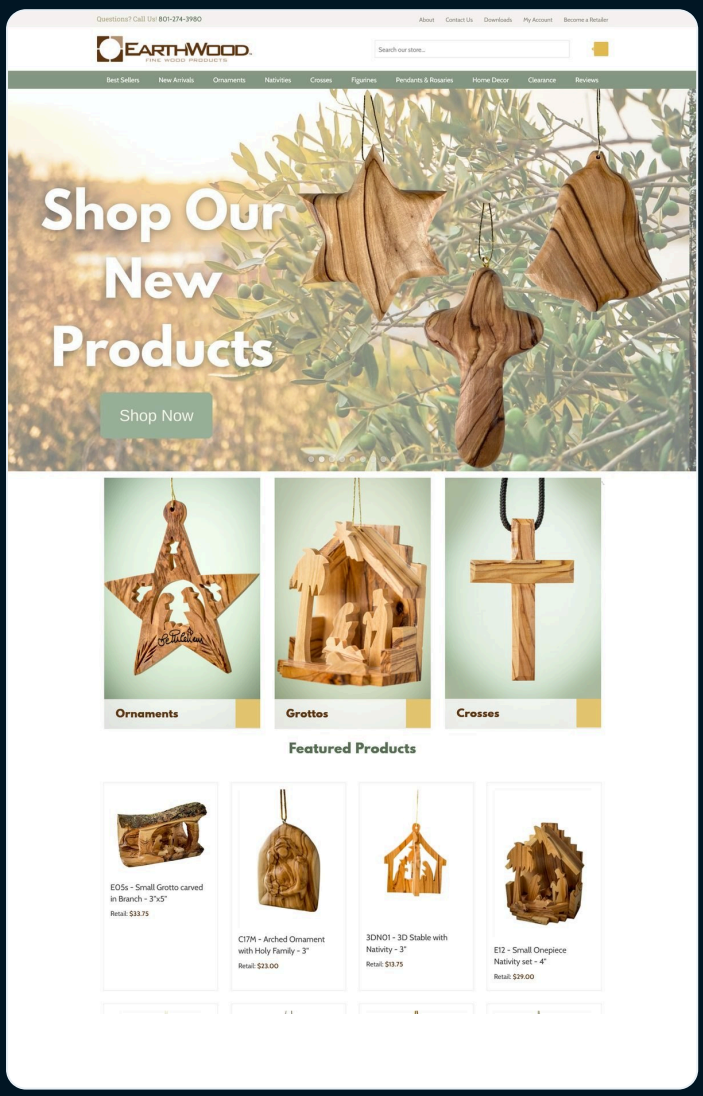
02

THE STOREFRONT

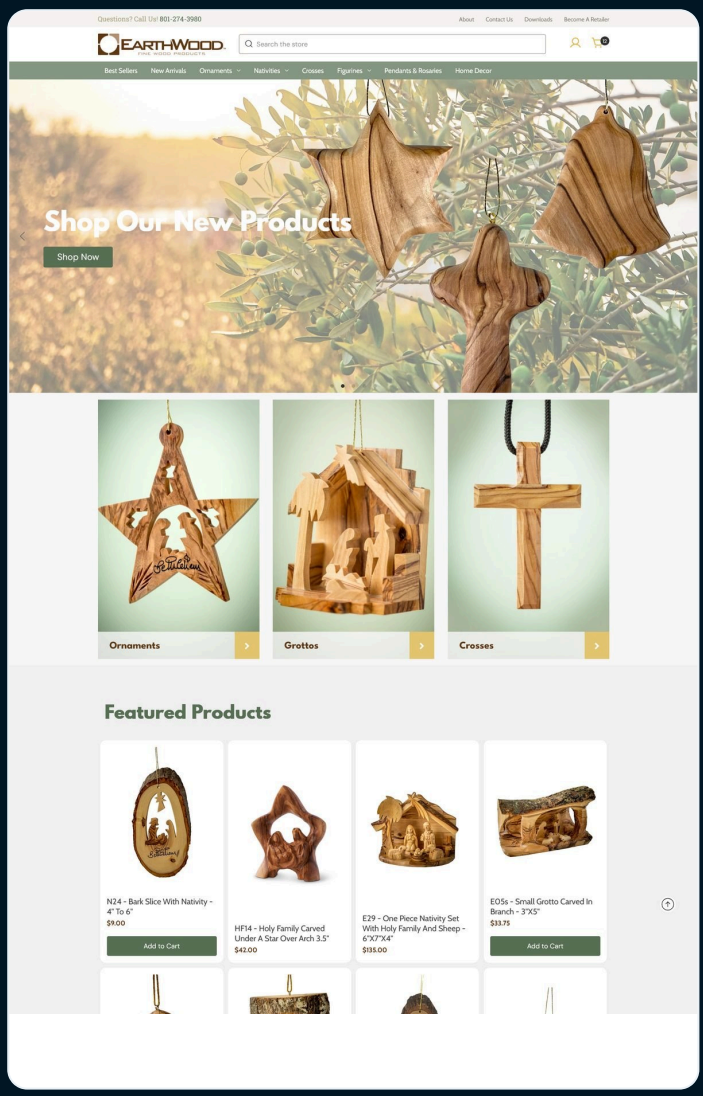
A homepage built to sell and to invite retailers in

The old Volusion homepage showed products. The new one lets shoppers buy from it and gives retailers a clear way to the wholesale catalog.

Before: Volusion



After: BigCommerce



Buy from the homepage

Featured products now have an Add to Cart button, so shoppers can start an order without opening the product page.

Search, account and cart in one header

The header keeps search, the account icon and a live cart count together. Menus group ornaments by series.

A way in for retailers

A wholesale panel on the homepage invites retailers to the wholesale catalog.

Catalogs to download

Printable catalogs sit on the homepage, in two sizes each.

A fuller footer

The newsletter signup has its own band, and the footer groups links into Navigate, Categories and Quick Links.

03

CUSTOMER GROUPS

Three kinds of customer, one store

Each customer sees the prices and rules for their group. We used BigCommerce's built-in Customer Groups feature to do it.

Retail

Shoppers buying for themselves

- Standard pricing
- No order minimums
- Checkout with the regular payment methods

Wholesale, no credit

Retailers who pay at checkout

- Special wholesale pricing
- Enforced order minimums
- No Net 30 terms

Wholesale, Net 30

Approved retailers with credit terms

- Special wholesale pricing
- Checkout with purchase orders
- Access to Net 30 terms

04

PRICING AND ORDER RULES

Wholesale rules the store enforces for you

Minimums are checked in the cart. A wholesale buyer who is short sees exactly how much more to add.

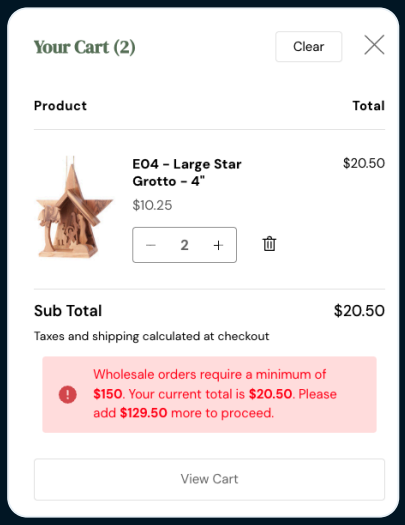
Different prices per customer group
Retail and wholesale buyers see their own pricing.

A minimum order quantity on every product
MOQ is set per product for wholesale accounts.

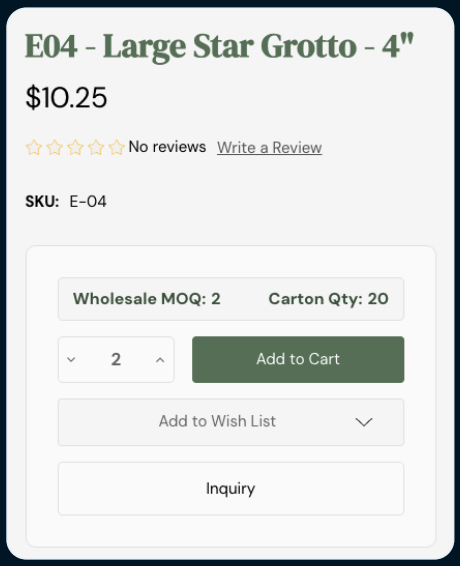
MOQ and carton quantity, for wholesale only
Retail shoppers never see these fields.

A $150 minimum for wholesale checkout
Counted before shipping and tax.

An error message that shows the shortfall
The cart tells the buyer how much more is needed to proceed.



In the cart: $129.50 still needed.



On the product page: wholesale MOQ and carton quantity.

05

CHECKOUT AND SHIPPING

Checkout that changes with the buyer

What a customer sees at checkout depends on which group they belong to.

WHOLESALE ONLY

Tariff surcharge

The surcharge is added automatically at checkout, and only for wholesale customers.

WHOLESALE

Purchase orders

Wholesale users can pay by purchase order.

EXPECTATIONS

Estimated delivery date

Delivery date messaging, because wholesale buyers expect to know when stock will arrive.

BY CUSTOMER GROUP

Shipping and payment methods

Conditional logic shows only the methods that fit the user type.

We also made it easier to move between the retail and wholesale views of the catalog, and added clear notices for minimums and order restrictions so buyers know the rules before they reach checkout.

06

HOW WE DID IT

Move the store first, then teach it wholesale

We kept the catalog and customers safe first, then added each wholesale rule on top, in this order.

1

STEP 1

Move the catalog and customers

All product data, categories and customer accounts came across from Volusion to BigCommerce.

MIGRATION

2

STEP 2

Set up the customer groups

Retail, wholesale with no credit, and wholesale Net 30, each with its own pricing and access.

WHOLESALE

3

STEP 3

Add the order rules

Per-product minimums, carton quantities for wholesale only, and the $150 minimum with a clear shortfall message.

WHOLESALE

4

STEP 4

Build the wholesale checkout

Tariff surcharge, purchase orders, delivery dates, and shipping and payment methods by group.

CHECKOUT

5

STEP 5

Make it clear on every screen

A mobile-responsive storefront with clearer product details, plus notices that explain the rules.

DESIGN

Trustpilot 5 out of 5

They delivered as promised. They even did some things that I wanted done that weren't really in the quote and they didn't charge for that.

"I had Volusion for 15 years as my host and it was never a very good experience. I have wanted to move to another provider and I finally did that using Ecommerce pros. It was a great experience. ... Definitely would use them again!!"

Cris
United States
September 13, 2025

Review on Trustpilot

07

WHAT THIS MEANS FOR YOUR STORE

The same approach works for your business

If your platform is holding you back, or wholesale orders still run through email and spreadsheets, the work on this page carries over.

Platform migration

Move to a new platform without losing products, categories or customers.

Platform migration →

Wholesale and B2B setup

Customer groups, order minimums, purchase orders and pricing rules, built into your store.

Wholesale setup →

Store design

A storefront that works for shoppers and for retailers on every screen.

Store design →

Want a store that works like this for your buyers?

Book a free call. We'll look at your current store and show you what we would move and build first.

Book a call:
calendly.com/webecommercepros-com

or call **888-711-2347**

Screenshots are from the live Earthwood Products store. The client review was published on Trustpilot in September 2025. Every business is different, and past results don't guarantee future results.

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