



American Harvest Group Inc.

Brand Repositioning &
Corporate Website
Transformation

Case Study



Client Background

American Harvest Group Inc. (AHGI) required a digital presence that accurately reflected its evolution into a diversified, growth-focused agribusiness operating across industrial hemp, specialty crops, plant-based proteins, and natural food products.

As the company entered deeper investor discussions and prepared for large-scale expansion, its existing brand and website no longer communicated the required level of scale, credibility, or institutional maturity.

The Challenge

AHGI's previous brand and digital presence presented several limitations

- Brand perception did not match the company's long-term ambition
- Digital messaging lacked clarity around diversified business verticals
- Website structure was not aligned with investor or partner expectations
- The platform was not suitable as a flagship corporate asset
- AHGI needed a repositioning—not a visual refresh.

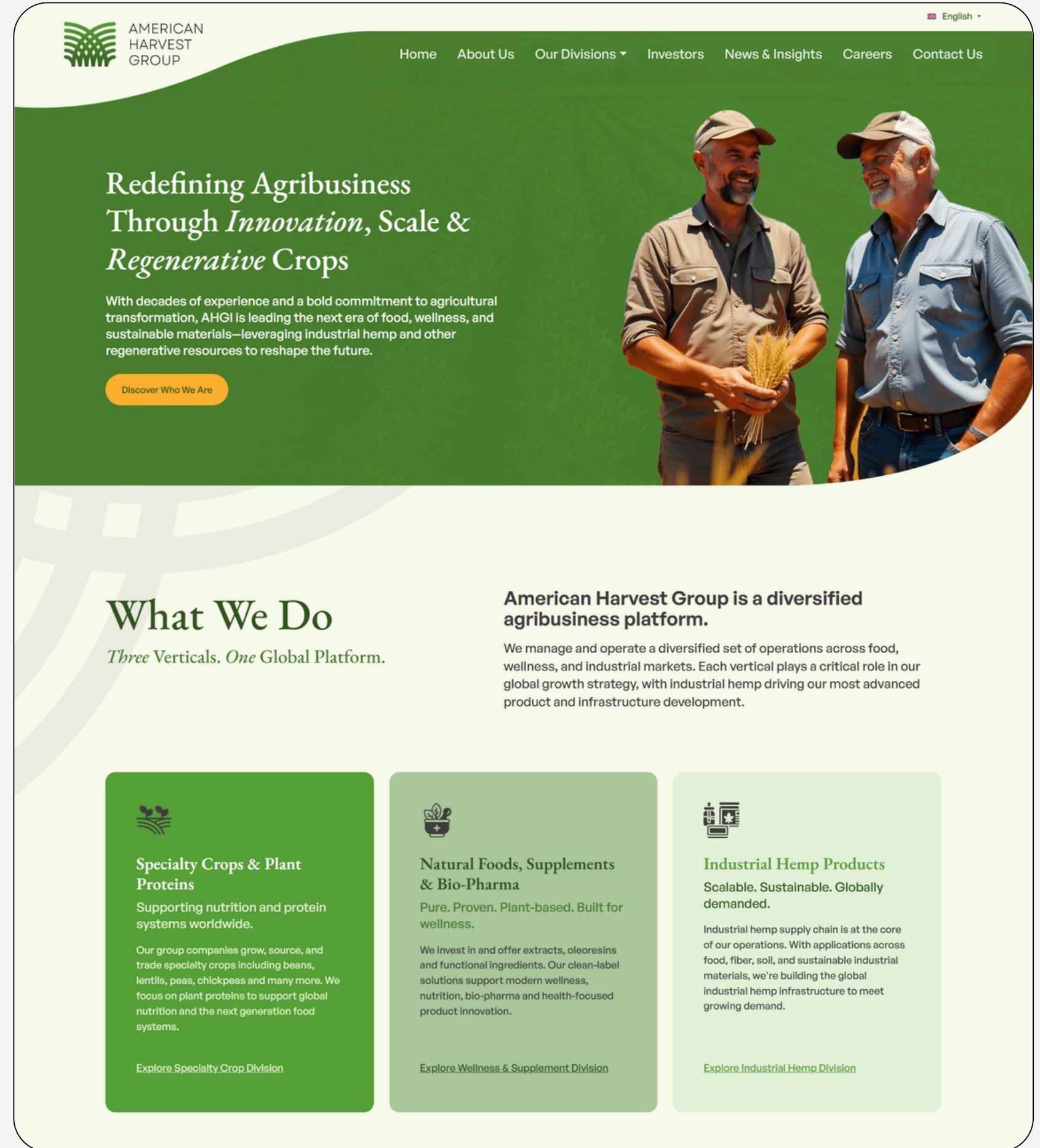
The Solution

We delivered a strategic brand and website transformation focused on credibility, clarity, and scalability.

- Refined brand presentation to reflect institutional scale and ambition
- Rebuilt the website as a fully custom, performance-first platform
- Re-architected content to clearly communicate vision, structure, and operations
- Positioned the site as an investor- and partner-facing corporate gateway
- The website was designed and developed from scratch using a custom WordPress architecture, with no page builders or templates.

Brand Transformation

A strategic refinement of AHGI's visual identity to align the brand with its institutional scale, diversified operations, and long-term growth vision.



Before
Early-stage identity lacking corporate authority



After
Institutional-grade brand built for scale and investor confidence



Highly Engaging Content Pages

Designed content-driven pages that clearly communicate AHGI's vision, operations, and growth story while keeping investors and partners engaged.



Sales & Distribution
To create competitive frontiers

Manufacturing Investments
To develop an integrated, seamless and efficient supply chain

Explore Our Divisions

Natural Foods, Supplements & Bio-Pharma

Industrial Hemp Products
Scalable, Sustainable, Globally

Our Culture

Our Operations

From Farm to Consumer

- Working with over 4,000 producers to ensure reliable crop origination
- Processing and manufacturing with deep technical expertise and intellectual property
- Sales and warehousing with established domestic and global reach

From Regenerative Crops to Regenerative Products

With decades of agribusiness expertise and a bold vision, AHGI transforms regenerative crops and industrial hemp into solutions that nourish communities, enhance well-being, and safeguard our planet's future.

4,000+
Farmers in Our Global Network

Watch Video

Key Takeaways

Clear outcomes from a strategic brand and website transformation

1

Strategic rebranding elevated AHGI's market and investor perception

3

Clear content structure improved credibility, clarity, and engagement

2

Custom website execution aligned the digital presence with institutional scale

4

A scalable platform was established to support long-term growth



www.pexsol.com



hello@pexsol.com

Thank you!

Thank you for taking the time to review this case study.

We look forward to discussing how a similar approach can help elevate your brand and digital presence.

