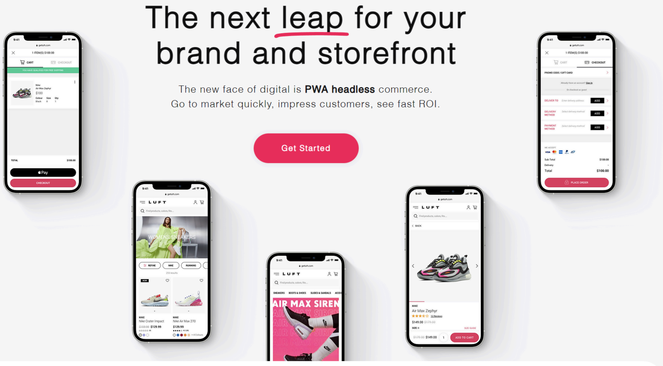
The next leap for your brand and storefront

The new face of digital is **PWA headless** commerce.
Go to market quickly, impress customers, see fast ROI.

Get Started



LUFT is a 100% agnostic Headless PWA Platform

It's next-gen architecture is driving results like these:

85%	faster mobile device page load speed
2x	lower bounce rate
50%	reduction in development time

* Based on community-driven PWA stats from www.pwastats.com and data provided by partner solution integrators.

Outcomes and Benefits

Go-to-market and adapt at incredible speed

Propel new brands into the market and reach customers sooner. LUFT dramatically accelerates start-up time, so your site can be launched at lightning speed.

Build once, deploy everywhere. A single codebase for the LUFT front-end lets you efficiently build, experiment, and adapt to your customers' needs. Cut down development time and go live faster.

Experience the future of your storefront

Serve customers with cutting-edge interactions with your brand. Rapid page load speeds and zero app downloads keep customers visiting, shopping, and returning.

Vividly engage customers and build brand affinity; immersive, next-gen experiences stay consistent regardless of the ecommerce back-end. Leverage geo-location, AR, mobile notifications and more. LUFT delivers the future of your storefront — now.

See rapid return on investment

Swift go-to-market with reduced development costs creates fast results. Delight customers sooner and increase sales with next-generation shopping experiences.

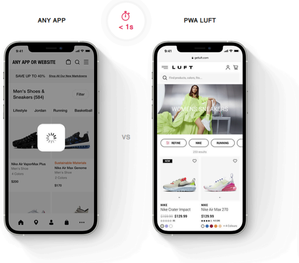
With the seamless update process of LUFT, there's no downtime or broken functionality costing your business with each update.

And, the 100% headless architecture supports a best-of-breed approach. Your ecommerce ecosystem integrates with the LUFT front-end via API, so you won't have to overhaul your existing tech stack.

The speed, experience, and flexibility of LUFT combine to deliver outstanding ROI.

Take the next leap for your brand and storefront.
Start with instant access and your guided demo

Get Started



LUFT is delivering better-than-app experiences

Take advantage of the LUFT progressive web app benefits that create next-gen digital interactions. Enable shoppers to connect with your brand in under a second. Remove the barriers and impress customers with lighting-fast load speeds, no app downloads needed, and a consistent experience across devices.

LUFT also increases your reach to customers. Unlike native iOS and Android apps, PWA apps work like websites. Search engine indexing, better performance and increased engagement all work together to help you rank in search results.

Impress customers with memorable experiences while extending your reach.
LUFT is the future of PWA headless commerce that delivers results now

LUFT connects with a wide range of commerce partners, including

salesforce commerce cloud | Adobe Commerce Cloud | commercetools Next generation commerce

Take the next leap for your brand and storefront

Instant access

You'll gain instant access to the LUFT PWA platform

Value from your demo

A PWA expert will arrange a guided demo and help answer any questions

Get started now

First Name *
Enter your first name

Last Name *
Enter your last name

Email *
Enter your email

Company *
Enter your company name

Get Started

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How It Works

Unleash the power of PWA headless commerce

LUFT is the flexible, efficient technology for the future of ecommerce

Get Started



Future-focused technology

Release and enhancement speed

Optimised for efficient development

Find out how LUFT is enabling the next generation of headless commerce

Future-focused PWA app technology

Choose a leading codebase for longevity and easier resourcing. LUFT is built on React, the most popular library for building user interfaces and designed for ecommerce. It's a cutting-edge technology with a continually growing ecosystem and broad community support.

Create the infrastructure that supports your current and future needs. LUFT is an agnostic PWA headless front-end that connects via API to your back-end CMS, commerce platform, and business tools. If systems change or evolve, LUFT will continue supporting a best-of-breed approach.

Equip users with familiar mobile experiences while unlocking future-focused technology. LUFT is installable on home screens and enables push notifications for iOS and Android devices.

Release and enhancement speed

Accelerate your speed-to-market. The LUFT reference app dramatically reduces start-up time and makes launching PWA sites incredibly fast.

Adapt quickly to customer needs and user interface requirements. LUFT components can be developed, tested, and launched without affecting other code.

Cut down release times for new sites, experiments, and enhancements. LUFT gives your team a straightforward cloud platform to effectively manage environments and development workflows.

Optimised for efficient development

Empower your development team to work more efficiently. LUFT provides full environment control, optimised for all devices. Code once, deploy consistently across Android, iOS, desktop, kiosks, and more.

Have developers working in parallel with independent and reusable React JS components built for ecommerce. The modular architecture of LUFT allows your team to break down complex components and reuse code to speed up project delivery.

LUFT provides the cloud platform for efficient development workflow and the front-end for rapid, consistent deployment across devices.

See first-hand how LUFT can unleash the power of headless commerce for your organisation. Start with full access in your 60-day trial and guided demo

Get Started

LUFT is a cloud-native PWA with enterprise security

See boosted performance for your ecommerce site. The LUFT Edge Network is a global cloud-based network that brings unparalleled shopping experiences for users. Front-end content is presented 7x faster than regular cloud delivery.

LUFT lets you build once and deploy everywhere. Minimise development time with one modular codebase that keeps consistency across mobile, desktop, kiosk and other mediums. Take PWA sites live in days, experiment, and adjust to customer needs rapidly.

Gain added security. LUFT delivers enterprise-level security and PCI and DSS compliance with 24x7 support.

Unleash the power of next-generation PWA headless commerce

Instant access

You'll gain instant access to the LUFT PWA platform

Value from your demo

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Why It Works

Experience the future of your online storefront - now

Take the next leap forward with LUFT. Quickly build customer experiences with your brand, more cost-effectively

Get Started



- Next-gen experiences
- Speed-to-market for your brands
- Reduced COCA and TCO

Discover how LUFT unlocks the future of your online storefront

The ecommerce solution for next-gen experiences

Create immersive digital interactions that demand attention. Use rich functionality, including geo-location, AR, mobile notifications and more to make lasting brand impressions.

Increase engagement and retention with rapid page load speeds, zero app downloads, and a seamless user experience across devices. Additionally, smart caching enables shoppers to connect with your ecommerce website at any time with offline access. LUFT serves up next-gen digital experiences to keep customers visiting and returning.

Speed-to-market for your brands

Build once, deploy anywhere. Set up PWA sites, experiment, and adjust to customer needs rapidly. Developers work with one modular codebase to go live faster. Minimise development time with one PWA front-end for consistent mobile, desktop, kiosk and other mediums.

Whether you have one or several brands on different ecommerce platforms, LUFT provides a cloud-based platform to manage consistent, rapid online storefront deployments.

Reach customers faster. LUFT dramatically accelerates start-up time, so you can launch and build your online presence sooner.

Reduced COCA and TCO

Keep your cost of customer acquisition (COCA) and total cost of ownership (TCO) down. Sell faster, convert and retain customers with immersive user experiences and reduced development time and costs.

LUFT also employs a seamless update process, so there's no downtime or broken functionality costing your business with each update.

Scale quickly without additional cost. No matter how fast your customer base grows, your site gives the same consistent experience without additional performance tiers or plan upgrades.

Take the next leap for your brand and storefront.
Start with instant access and your guided demo.

Get Started

LUFT PWA benefits

LUFT is the next-gen technology that unlocks the future of digital experiences now

LUFT is a 100% agnostic headless PWA (progressive web app) platform. The headless commerce approach separates front-end design and back-end infrastructure, enabling best-of-breed ecommerce ecosystems.

Connect your back-end CMS, ecommerce platforms, and business tools seamlessly via API – no need to replace your existing tech stack.

Extensive developer support and a modular design cut down development effort. LUFT is built on React, the most popular library for building user interfaces with a continually growing ecosystem.

Experience the future of your online storefront - now

Instant access

You'll gain instant access to the LUFT PWA platform

Value from your demo

A PWA expert will arrange a guided demo and help answer any questions

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