



## Supplier Case Study: ACO Water Management

### e-Xact Online

e-Xact - The No.1 product information service for Suppliers of Building Materials

Your products can be viewed in over 3000 merchant branches, including the major national and leading independent Builders Merchants.

- Available 24/7, 52 weeks of the year
- A great value web-based PR service - send unlimited news items for publication on the e-Xact website - free for e-Xact subscribers
- Free editorial in e-mail and hardcopy newsletters
- Used on websites, at head office and at point of sale to sell your products
- Fully searchable product information and document databases
- No more 'customised' spreadsheets - a 'one-stop-shop' for all your customers' data requirements
- The key to successful electronic trading

If you are a Supplier of Building Materials who would like to find out what e-Xact can do for you, call **01753 501000** or e-mail [info@coins-global.com](mailto:info@coins-global.com) to arrange a demonstration or receive an information pack.



### ACO: Targeted online product data

For any building materials manufacturer with a large product range, keeping the information on every line up to date can be a time and resource intensive task.

The use of online catalogue service e-Xact from COINS, designed specifically to deliver product information to builders merchants, is providing ACO Water Management with a convenient and efficient way to disseminate a whole host of product details and support all potential sales and marketing channels.

### Pioneers of surface water management

ACO surface water management systems are recognised throughout the world for their innovative design, high quality manufacture, environmental excellence and industry leading performance. Backed by research and production bases across four continents, the company continues to pioneer the development of solutions that are tailored to individual applications.

ACO Technologies plc. in the UK was founded over 25 years ago and operates from two manufacturing sites in the Bedford area. The UK operation comprises two core divisions: ACO Water Management and ACO Building Drainage. Within ACO Water Management there are two divisions: Civils + Infrastructure, serving the specification side of the business, and Urban + Landscape, which is tailored to the demands of the residential and commercial sector with products being sold predominantly through merchants.

ACO Water Management currently manufactures 29 product ranges applicable to the merchant sector, each with a selection of sizes/depths and supported by a range of accessories.

### Disseminating product information

ACO Water Management has been subscribing to e-Xact for over 10 years and has experienced many benefits over that time. Trudie Glass who is in charge of Marketing Administration Support for ACO Technologies said, "E-Xact allows us to target larger merchants (with many branches) with all our product information quickly and effectively. Builders merchants can also access our information and put it directly onto their website."



At present ACO actively trades with 65% of the merchants who subscribe to e-Xact, including both large buying groups (indeed the top 10 builders merchants all stock ACO products\*) and smaller independent builders merchants.

*\*Top 10 Builders Merchants according to Professional Builders Merchants listings for 2012*



## E-Xact Data Services

E-Xact Online is a comprehensive and fully searchable database for building materials. The data can be used on websites, at head office and at point of sale. High on functionality, e-Xact takes a managed database approach to the information it receives, meaning that the source data (such as technical data sheets, product descriptions, etc.) submitted by ACO is automatically processed, validated and restructured into a managed database. This information is then published in a standard format regardless of its original arrangement. E-Xact works on the principle that it is more economical for information to be manipulated once (by e-Xact) than several times over by each user of the data.

ACO use e-Xact in its fullest form and this includes product descriptions, technical details, images, part numbers, dimensions, PR (news items and case studies) and brochures with a web link back to the ACO website for further information. It also holds an online version of their price list.

## Benefits realised

Trudie comments, "ACO has a diverse product portfolio, with a number of new products introduced each year. E-Xact provides the facility to update any changes very quickly. I also have a fortnightly telephone catch up with one of the e-Xact account managers to discuss any outstanding issues and work in progress. This is very useful."

She concludes, "From our research, we feel that no one offers the service that e-Xact does. Most other solutions rely on the user to self-populate the information, which is a onerous task. E-Xact's managed database approach therefore takes away the most time consuming aspects of managing product data and also complements our own website."

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Trudie Glass  
Marketing Administration Support,  
ACO Technologies plc

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