

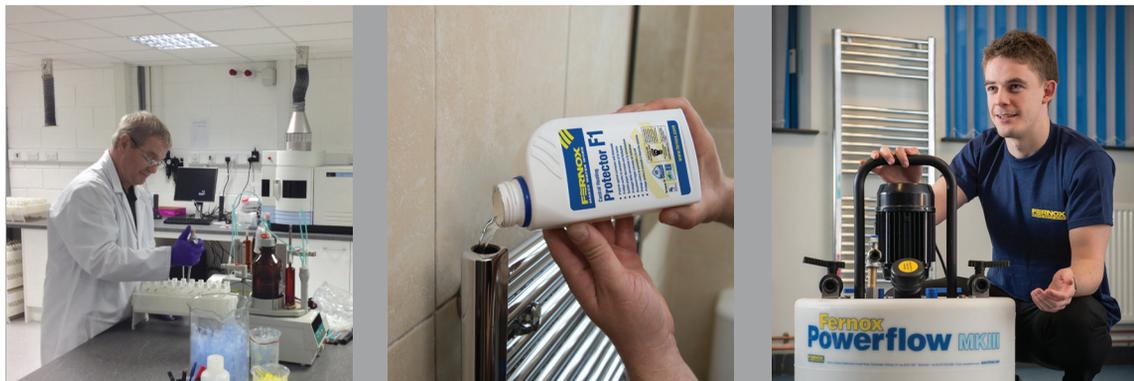
### e-Xact Online

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.



### Fernox: Building Brand Awareness

**Fernox is celebrating 50 years of pioneering the use of chemical water treatment to keep central heating systems working at optimum efficiency. In that time, with innovation at the core of its business, the global company has amassed an extensive, best-in-class product range, which has expanded to cover engineered products such as in-line system filters and powerflushing equipment, as well as heat transfer fluids and new methods of application for traditional chemical water treatment. The Fernox global research and development facility continues to evolve and expand to meet the changing demands of the heating industry.**

As such, ensuring both national and independent merchants remain up-to-date with product news, information and pricing is an on-going challenge, and one that e-Xact is helping to overcome.

#### BORN TO LEAD NOT TO FOLLOW

Fernox was founded by German engineer Peter Muetzel, who discovered that central heating systems were actually vulnerable to corrosion and damage if left to their own devices. So, in 1964, Peter Muetzel established Fernox and introduced this concept to the world: that with chemical water treatment we can keep central heating systems working efficiently and protect against boiler breakdown and failure - whilst extending the life of the system.

Today, Fernox is a global chemical water treatment manufacturer built on a strong history of innovation and expertise. The company continues to lead the water treatment market, benefitting from a worldwide network of the industry's largest, purpose-built, in-house research and development facilities.

To this end, Fernox provides a comprehensive range of water treatment products as well as equipment, which are sold via national and independent builders' and plumbers' merchants.

#### DISSEMINATION OF INFORMATION

Clearly, with 50 years of experience and an unrivalled product range, ensuring merchants are kept up-to-date with the latest information is an almost daily challenge. However, the Fernox team understands the value of online catalogues and the

e-Xact carries comprehensive information on Fernox's range of chemical and engineered products for water treatment, including these.



advantages these can provide in terms of sales support. Their use provides a convenient and efficient way for merchants to supplement and strengthen traditional sales channels.

As a result, e-Xact was first introduced into the Fernox business in 2004. e-Xact is a powerful information hub that provides a single source database used for the browsing and sourcing of over 220,000 building-related products.

Initially, it was used at a basic level by Fernox to alert the company's customer base of annual price increases – saving vital resources, as traditionally this was achieved through printed price guides.

Today, e-Xact helps to perform a key function within the Fernox business. Special Projects Manager Oye Awojobi commented: "Our e-Xact subscription quickly became an effective way of reaching our target audience, providing customers with the data they required. In addition, it helps us to reach potential new customers."

#### KEY BENEFITS FOR MERCHANTS

In order for an e-catalogue to be of benefit to merchants, the full scope of product information needs to be retrievable from a single source and with minimal effort. Unlike other online databases, e-Xact takes a 'managed' approach to data, which means the information received from building materials manufacturers such as Fernox is restructured into a managed database and published in a standard configuration, regardless of the

original format. Restructuring the data into a single format makes it easier for merchants to download product details within the branch and use them on their own systems.

Today, e-Xact carries comprehensive information on Fernox's range of chemical and engineered products for water treatment, enabling merchants to access the latest details on its products. Other details held include product features and benefits, extended product descriptions, images, COSHH data, accreditations, product codes, dimensions, and weights.

More recently press releases about new products and company news have been added and e-Xact promotes this information via Twitter. The e-Xact database also carries the facility for storing the now-compulsory CE Markings and DoP certificates. It can also store multiple images, videos and documents.

Fernox works closely with e-Xact to ensure that this information remains up-to-date. Oye concluded: "My monthly update with the e-Xact team helps us keep on track, and by working together we can provide added value for our merchant customers."

e-Xact deals with over 50,000 product updates each month and all data is independently validated to ensure quality, accuracy, completeness and conformance to industry standards.

For further information visit: [www.fernox.com](http://www.fernox.com)