

CASE • STUDY

e-Xact is an essential business tool for anyone in the construction sector dealing with building materials.

Specifically designed for Builders Merchants and their suppliers the service is backed by the Builders Merchants Federation, United Merchants and NMBS. Since the launch in 1999 the service has grown steadily and is now accessible in over 3000 merchant branches and has over 100 supplier members.

e-Xact can be described as an extensive library, used by Builders Merchants to obtain information on over 200,000 products including list prices, codes, technical documents, Health and Safety information and packaging waste weights. Manufacturers who put their products on e-Xact make it easy for their customers to sell their products and they make it easier for themselves to market their products. We look at two manufacturers who subscribe to the service to see what benefits they get from being part of e-Xact.

Company: Wavin Plastics Ltd

Wavin are the UK's leading manufacturer of plastic pipes and fittings for utilities and for civil and building construction. The company employs over 800 people and has four sites throughout the UK.

Date Signed up: January 2000

Procedure: e-Xact fitted in with Wavin's current IT strategy and was easily bolted on to the department ongoing activity, linking in with the building of the company's website. The data on e-Xact is extracted from Wavin's back office systems and web-site which means there is no duplication of effort

No. of products on database: 2568

Benefits: Carol Heneghan (Marketing Services Manager) believes e-Xact "reduces cost by reducing traditional communication methods. By having all our products listed on the database clients can immediately see our range and have up to date technical data at their fingertips. We also believe that e-Xact is a valuable market research tool".

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