

# COOPERS IMPLEMENT INTERACTIVE ELECTRONIC CATALOGUE FROM REQIO

Submitted by: Bluebird Associates

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"Since our new e-Catalogue went live we have seen a 20% increase in online traffic, and with people staying longer this is excellent news for the business."

Robert Ibbotson, Group Marketing Manager

Cooper Lighting and Security

London 17th January 2003. Cooper Lighting and Security, with a turnover of £90 million, is the market leader in mains lighting, emergency lighting and fire detection in the UK. Its e-Business group recognised that a strategic implementation of an electronic version of its three paper-based catalogues would reduce complexity and cost, get products to market faster, and potentially increase revenues from referrals across the Internet.

This was a strategic business decision and the company undertook due diligence with 4 e-Catalogue vendors and chose Reqio for three reasons:

Cooper Lighting maintained full control of the product database repository, allowing them to move at their own pace.

The user-friendly interface harnessed the power of e-Catalogues without undue complexity.

Reqio's future product development path and customisation capability would ensure its long-term future.

Reqio collaborated closely with Coopers to develop a new interactive electronic catalogue. It's database-driven and uses a high-powered keyword search facility to provide complete technical information on every standard product from Cooper's three market-leading brands - Crompton Lighting, Menvier and JSB. The electronic catalogue offers a comprehensive array of downloadable resources, including application photographs, installation leaflets and design guides.

Robert Ibbotson, Group Marketing Manager of Cooper's said, "Reqio has delivered some excellent bespoke technology on top of their standard CD catalogue. For our many small to medium electrical contracting customers the CD also provides a way to create a professional project presentation with costing, cross-referencing and product data – and all at the press of a button. With Reqio, we are reducing the complexity and making it easier for our customers to win and complete their new business in partnership with us."

The current eCatalogue has over 7000 product lines. As Cooper Lighting and Security move forward with Reqio they will continue to collaborate to develop new features and add new functionality to further improve the level of service being delivered to its customers. Ibbotson concludes, "We have a long-term, ongoing relationship with Reqio and are delighted with the first class customer service they provide to us. It helps us achieve the high standards of e-Business that we have set ourselves."

## About Reqio

Founded in 1991, Reqio provides rich and flexible Product Content Management solutions for suppliers and buyers.

Reqio offer their customers the solution to maintain product information in one place, with robust and extensible support to bring new content into the solution whilst allowing almost any application to access and utilise product information across the business. Today Reqio can provide support for all the leading e-procurement applications, portals, webstores, most CRM applications and ERP systems, as well as providing e-catalogues and CD based solutions.

Reqio sets itself apart as a Product Content Management Company with a proven track record in delivering eCatalogue and eProcurement solutions that enable companies to increase order values, reduce costs and enhance customer service. Customers include Premier Farnell, IMI Norgren, Mitsubishi and Wyko – all have benefited from Reqio's innovative approach.

<http://www.reqio.com>

## About Cooper Lighting and Security

Cooper Lighting and Security is one of the operating companies of Cooper Menvier, a division of Cooper Industries, is responsible for lighting and fire system products in Europe.

Cooper Industries has an annual turnover of around \$4.5 billion, with sites in over 100 countries around the world.

The products of Crompton Lighting, Menvier and JSB are all now available from the newly formed Cooper Lighting and Security, and will continue with a dedicated sales team, sales call centre, technical support and design office and separate brand literature.

Manufacturing is now concentrated onto three sites, at Guiseley and Swillington near Leeds and Doncaster. In addition, a brand new National Distribution Centre has recently been opened close to the main manufacturing site in Doncaster. Major investment has also been made in customer support services on all sites and in tooling, manufacturing machinery and logistics. With all of this new infrastructure in place, Cooper Lighting and Security is well placed to consolidate and further strengthen its position as clear market leaders in lighting, emergency lighting and fire detection systems.

<http://www.cooper-ls.com>

Interview opportunities & photos available. For More Information Contact:

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