

Igentics to deliver global webstore solution to Norgren

Submitted by: Martin Brooke Associates

Wednesday, 30 March 2005

* Igentics selected for proven track record, creativity and knowledge of Norgren's operations

* Webstore will enable Norgren to open up for business in any global market virtually at the click of a button

* Igentics' innovative 'wrapper' provides seamless integration of back-office catalogue into webstore

CAMBRIDGE, England, March 30, 2005 – Igentics (www.igentics.com), the Cambridge-based Internet engineering company, has secured a contract from Norgren (www.norgren.com), the motion and fluid control specialist, to deliver a new, totally open, global webstore solution.

Operating in 70 countries, Norgren wanted the flexibility to launch a webstore in any country or market at virtually the click of a button. It also wanted to improve the usability of its webstore and to find a way of integrating its back-office catalogue seamlessly into its site.

"We awarded this contract to Igentics because we knew – based on our five year association with the company - that they deliver what they say they are going to deliver on time and on budget," said Mark Stevens, Norgren's commercial marketing director. "The solution that they proposed looked completely believable, but, more importantly, the response from their software engineering team to the challenge of seamlessly integrating the back-office catalogue into the webstore was very creative."

Igentics' proposed solution involves integrating country specific pricing, sales and customer data into a centralised back-office system to improve efficiency and speed. To overcome the challenge of integrating the back-office catalogue into the webstore, Igentics has developed an innovative 'wrapper' for the catalogue data held in a third party solution from Regio. This not only delivers the seamless integration required but also provides Norgren with the flexibility to customise the look and feel of the catalogue and greatly improve the data retrieval capability. In addition, the catalogue data, which was previously inaccessible to other applications, is now completely open thereby enabling, for example, information from the catalogue to be embedded within email links etc.

"Norgren has seen its on-line sales grow rapidly since it launched its first webstore five years ago and we fully expect that growth to accelerate once the new webstore is operational," added Mark Stevens. "Our webstore is currently the biggest communications channel for this company and with the new developments – devised and executed by Igentics - we have consolidated our market leading position as an innovative e-commerce supplier."

Greg Holmes, co-founder and operations director of Igentics, said: “We are delighted to have the opportunity to work again with Norgren on what is a challenging project. We have a proven track record with this company and an intimate knowledge of Norgren’s operations – this enables us to be proactive, act as a sounding board on new initiatives, and to deliver solutions that ensure they maintain their edge in the markets in which they operate.”

Igentics was founded in 2001 by industry veterans David Donnan and Greg Holmes. The company has a creative, methodical and holistic approach to IT projects and offers a range of solutions including E-procurement, supply chain integration, technical scoping, real time data solutions, data exchanges and customer/supplier portals. Igentics is technology agnostic but has strong links with strategic partners – including Microsoft, Sun and IBM - and has an excellent track record of linking and integrating systems, in particular, legacy systems.

Igentics has worked in partnership with a whole range of organisations from government departments and start-ups through to multinational companies. These include, among others, AOL, Anglia Property Preservation, the BBC, Blue grape, Cadogan Education, Cambridgeshire County Council, Cambridgeshire Learning & Skills Council, Cornelius, Costa Dating, Ericsson and Wyko.

For more information, please contact Igentics Ltd, Icen House, London Road, Great Chesterford, Essex CB10 1NY. Tel: +44 (0) 845 6446623, Fax: +44 (0) 1799 531259 or Email: info@igentics.com.

About Igentics (www.igentics.com)

Igentics is a Cambridge-based Internet engineering company that custom builds strategic, flexible and innovative Internet-enabled applications which make it easier for customers to trade. Igentics’ team of business analysts and software engineers work in partnership with clients to tailor solutions that integrate with existing/legacy systems and deliver 100% functionality thereby unleashing the potential of data and people across the enterprise. The company was founded in 2001 by industry veterans David Donnan and Greg Holmes and is based at Great Chesterford, on the outskirts of Cambridge.

About Norgren (www.norgren.com)

Norgren is one of the world leaders in the supply of motion and fluid control technologies for a wide variety of different industry sectors and is committed to optimising technological performance for its customers’ advantage. All of Norgren’s solutions are engineered for flexibility based on strong product fundamentals. Application specific solutions frequently involve integrated or modular combinations of actuator, control valve and air preparation technologies utilised in projects such as ultra fine control of dosing valves for a child’s respirator to the arduous environment of on board vehicle suspension systems.

With established manufacturing facilities in USA, Germany, UK, Switzerland, and Spain and with newer facilities in Mexico and the Czech Republic Norgren has the global manufacturing and support capabilities to be able to cope with the most demanding international projects. Featuring support through an established sales and service network in 75 countries Norgren has the global reach and capability to ensure continuity of supply and local support where it is needed for customers involved in export markets or multi site operations. With three global technical centres in USA, Germany and the UK supported by 270 engineers Norgren is a subsidiary of the £1.6bn IMI PLC.

Media contact:

Martin Brooke (for Igentics)

Martin Brooke Associates

Tel +44 (0) 1223 244500

Email: martin.brooke@mba-pr.com