



## **FELCO SA Revolutionary website now online**

Les Geneveys-sur-Coffrane (Switzerland) – **On Monday 27 October 2008, the major specialist in cutting and pruning tools, FELCO SA, brought its revolutionary new website into operation. Based on software developed by the California firm Interwoven, the new site now allows FELCO SA to support its resellers' sales promotional activities worldwide and to provide customer service with a new look, directly from its offices in Switzerland.**

With its four subsidiaries abroad (in Germany, Belgium, France and Australia) and an active presence in more than 120 countries, the FELCO SA sales network has highly specific requirements in terms of its promotion: whether in the form of images or texts, information must be rapidly accessible throughout the world, easily adaptable to different media (advertising inserts, posters, electronic distribution, etc.) and available in multiple languages (FELCO has 13 working languages). In the past, resellers would receive CD-ROMs on a regular basis, which contained the documents and images necessary for their business. Under this system, it was extremely difficult to provide updates and to ensure compliance with the standards for presentation of the FELCO brand around the world.

The new site brought online by FELCO provides a highly efficient solution to all of these issues. The system was implemented by the London firm, Interflow Systems Consulting. The web server is directly connected to the multimedia content manager, which makes it possible to have a single image bank, for use in both printed publication and online distribution. All images displayed on the site come from the multimedia content manager, without the need to adapt or convert the images for the web: these functions are performed automatically. Interflow Systems Consulting also hosts the new site (server side), using very high speed Internet connections; the content management applications are however installed on-site at FELCO SA. This solution guarantees a high level of performance, both when publishing content and for online visitors to the site.

In addition to this unique functionality, the new site will allow users to select a FELCO tool, either by product category or by profession, or by browsing the full catalogue. The site also lists all spare parts, accessories and promotional items, and provides demonstration videos explaining how to maintain the various tools.

According to Interflow Systems Consulting, FELCO SA is now far ahead of the pack in terms of its management of multimedia content. The idea of managing a single reference image and of providing the option to place online orders for variations of that image in a number of different forms, for printed publication and for Internet use, is unique in the market. FELCO is already taking full advantage, having previously implemented this functionality for its printed publications three years ago.

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Interflow Systems Consulting (ISC)**

Based in London, Interflow Systems Consulting Ltd employs a staff of around ten, supported by some twenty external consultants. It uses the following software products developed by the California-based company Interwoven:

- Interwoven LiveSite: website presentation software, which allows for creation of a high performance, multilingual web server that can easily be configured by the content managers, as required.
- Interwoven TeamSite & SitePublisher: content and website management software enabling the creation and publishing of content and of multilingual sites, as well as their "publication" to LiveSite. This software provides a "drag'n'drop" function, giving its users a tool for simple, intuitive, graphic management of web pages.
- Interwoven MediaBin: multimedia content management software.

Aside from FELCO SA, ISC also supports the online activities of companies like Shell (UK, NL), Unite (UK), Belgacom (BE), Delta (DK) and Bucks CC (UK).

Address of new website: [www.felco.com](http://www.felco.com)

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