

PDMS technology drives new Sealey CD-ROM Catalogue

The PDMS Foundations TM for catalogues platform has been used to develop the new CD-ROM catalogue for Sealey, one of the UK's leading tool and equipment suppliers. PDMS have been working with Sealey on a number of major e-commerce developments including their corporate website (www.sealey.co.uk) and intranet. The PDMS Foundations TM platform has provided the tools to control the entire process of presenting product information in multi-media formats from CD to DVD or the Web.

The CD catalogue features nearly 5000 Sealey products and has been designed to allow for quick and easy searching of products by description and by model code. It also contains parts diagrams and instruction sheets for all of Sealey's latest products, a useful feature when searching for replacement parts or components for damaged equipment. The CD is fully priced and includes an order function that allows users to browse the catalogue, adding items to a wish list, which can then be printed out and taken to their local Sealey dealer for supply.

The new electronic catalogue will help Sealey to reduce their catalogue distribution costs whilst at the same time increasing their visibility in their key markets. Over 100,000 copies of the catalogue are being distributed with publications including Practical Classics and Car Mechanics magazine with copies also being distributed by local Sealey dealers.

Tim Thompson, Commercial Director, at Sealey commented, "The new CD is an exciting strategic development for us both in terms of marketing and IT. The catalogue solution that PDMS have implemented has provided us with a clean set of data and the flexibility to publish it to other electronic sources with confidence".

Chris Gledhill, Managing Director, at PDMS added, "We are delighted to add Sealey to our list of customers who are using the PDMS Foundations TM for catalogue platform, and with the wide distribution of their CD-ROM catalogue, are thrilled that our technology will again be actively used by so many people".

For further information, please contact:

Giles Milner Marketing Manager
PDMS Ltd
32-34 Malew Street
Castletown
Isle of Man
IM9 1A
Tel: +44(0)-1624-823833
Fax: +44(0)-1624-825640
Email: sales@pdms.com

Tim Thompson
Sealey
Kempson Way
Suffolk Business Park
Bury St Edmunds
IP32 7AR
Tel: +44 - 01284 757500