

Press Release

Ironmongery Direct selects Perigee's Content Management and Multichannel Publishing solution to support their growth objectives

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Ironmongery Direct have chosen Perigee's latest release, PSS2009, to enhance its Product Information and Publishing System in order to support the growth strategy of the company.

The UK's leading multi-channel trade supplier of Ironmongery products, started as a single shop over 35yrs ago and now stocks over 11,500 products ready for next day delivery. Such a commitment to their customers requires a knowledgeable and efficient team, extremely well organized logistics as well as up-to-date information on each product, whatever the sales channel. Ironmongery Direct replaces their existing solution with PSS2009 in order to support its impressive products selection and make sure that information on each product is accurate, easily dealt with by its teams and published in their catalogues and on their website concurrently, with the best customer experience possible.

"At Ironmongery Direct, the production of the catalogue is critical to our business. By allowing it be done faster means that we can introduce new products for customers more quickly and efficiently through all sales channels. Perigee is the right platform to maintain our growth plans, allowing our customers even more product choice in the future." Says Wayne Lysaght-Mason, IronmongeryDirect Managing Director.

"We are pleased IronMongery chose to trust Perigee for their Content Management project. Recently launched in UK, our company is determined to demonstrate that our Single-Source Publishing System is the right tool to support growing and successful businesses like Ironmongery Direct." Says Jacques Clay, Perigee President.

The implementation project is now launched and IronMongery is already a step ahead, working with the Perigee Professional Services team on the migration of their data to the new system. The next catalogue editions (2010) and the new websites will be fully powered by Perigee Software Suite.

About Ironmongery Direct

Ironmongery Direct - Supplying over 11,500 Ironmongery products ready for next day delivery. Our Ironmongery range includes hinges, closers, door furniture and much more from top brands such as elfa, Yale, Chubb, Dorma, Briton, Union, Blum and Hoppe. We have been in the business of supplying architectural ironmongery to builders, joiners and shop fitters for over 35 years. We have the UK's widest range of ironmongery in stock. Our 11,500+ product range offers all the ironmongery needed for timber windows, doors and cabinets held in stock ready for next day delivery to site, workshop, office or home.

It is important to us that we continue to ensure you are supplied with quality 'Fit for Purpose' products at competitive trade prices exactly when you need them so that you can get the job done on time. www.ironmongerydirect.co.uk

About Perigee

Perigee is a software editor, headquartered in France. The Perigee Software Suite jumpstarts the production of catalogues, brochures, websites, POS, and other content-critical publications by centralising information, facilitating team collaboration and repurposing the maximum amount of content possible. PSS is modular and very adaptable to different types of businesses as well as remote teams or subcontracting. In addition to the Perigee Software Suite (PSS), we also provide a full range of professional services to help clients implement best-practice methods as well as to support of growing number of solutions. www.perigeesoftware.com

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