NG15

multi-channel publishing

Helping you to Digitalise, Connect, Distribute & Grow

- Product Information Management (PIM)
- Online Catalogue & Publications
- Graphic Design & Digital Services
- Website Design

Proud developers of

epim™

putting data first

A LITTLE ABOUT US...

NG15 specialise in Product Information Management, digitalisation, catalogue and graphic design services.

Originally a design and marketing agency, we have a broad knowledge of design and branding under our belts, along with expert knowledge of catalogue design, print management, ecommerce and website design.

Many years of working with 'catalogue data', has led us to become leading experts in Digital Communication and Product Information Management (PIM).

Having used a variety of content management software solutions for catalogue production, we have since developed our own multi-channel PIM system **(e-Pim)**, specifically for use within the electrical and construction industry.

Our goal is to help companies simplify data management, digital assets and workflow processes.

NG15's creative and graphic design services, help you to engage with and reach wider, new and diverse audiences.

OUR KEY SERVICES INCLUDE:

- Product Information Management
- Ecommerce (B2B, B2C and Click + Collect)
- Database Services & Software Development
- Multi-language Translations (PIM)
- Catalogue Design (Print & Digital)
- Graphic Design & Print Services

e-Pim allows you to centralise all of your product information, data and digital assets via a single platform, ready for output across a range of distribution channels.

A SELECTION OF WHO WE WORK WITH:

3-LINE electrical wholesale · A&A · aico · AWEBB THE ELECTRICAL NETWORK · brightLED · central electrical distributors · CLICK Scolmore GROUP · Crompton LAMPS · DART Your tool, but better. · Elkay Energy Saving Switches & Controls · enviroVENT · ERF · Rointe · FEGIME UNITED KINGDOM · Hamilton · HOLLAND HOUSE ELECTRICAL SUPPLIES · JCC a LEVITON company · TIMEGUARD A theben Group Company · LEVITON · LEW ELECTRICAL DISTRIBUTORS · Marshall Tufflex · niGLON · OVIA Scolmore GROUP · QUANTUM ELECTRICAL DISTRIBUTION LTD · SAA. · Scolmore GROUP · Securi-Flex · SWA · SYLVANIA · TARGETGROUP ELECTRICAL SUPPLIES

Book your free e-pim demo: **e-pim.co.uk**

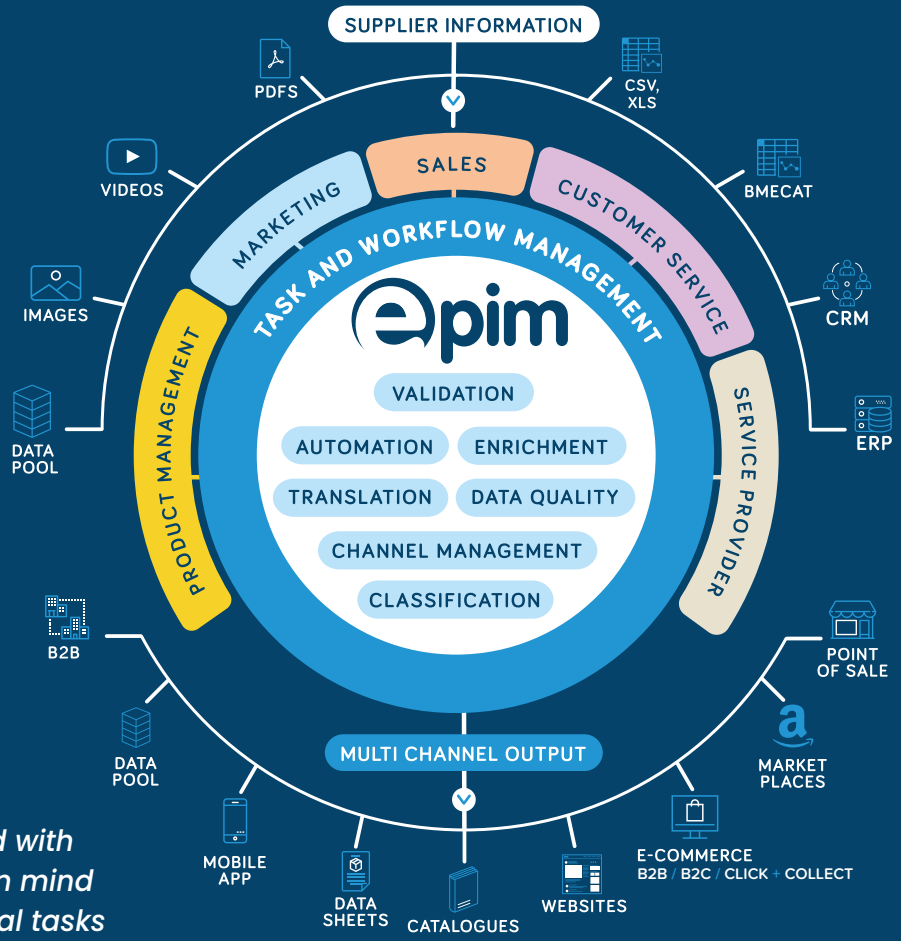
WE'RE PROUD DEVELOPERS OF

e-Pim™ putting data first

e-Pim provides a single place to collect, manage, and enrich product information, create product catalogues, and distribute information to sales and eCommerce channels.

- Full control over your product data
- Build an enriched view of every product
- Distribute product information to multi-channel sources

Supply › **Manage & Enrich** › **Distribute**



e-Pim has been specifically developed with the electrical & construction industry in mind and can automate up to 80% of manual tasks

USER BENEFITS OF e-pim™ putting data first

e-Pim allows you to easily create and deliver compelling product experiences required to drive good customer experiences, reach more markets, improve sales conversion rates, and take advantage of new sales channels.

e-Pim provides a wealth of benefits for your business.

WORKFLOW BENEFITS

- Centralise, categorise and sanitise data
- Automate up to 80% of manual tasks
- Control all product information collaboratively
- Track progress and product completion
- Link images, documents and media to products
- Format product data for multichannel syndication
- Enrich product data
- Manage relationships between products
- Delegate product management and content approvals
- Create and publish product catalogues
- Create data sheets on the fly (automated)
- Build custom product feeds (API data-feeds)

BUSINESS BENEFITS

- One single source of truth
- Integrates with your internal business systems (ERP, CRM etc)
- Grow your product range and reduce time-to-market
- Move into global markets with e-Pim (translate into any language)
- Deliver a consistent brand and positive customer experience
- Digital Asset Management (DAM)
- Build an omni-commerce customer experience
- Save time and effort
- Reduce costs
- See tangible business benefits very quickly
- Web based solution
- Affordable for all

To book your free online e-Pim demo, **call us on 01623 886 992**

WHY DO YOU NEED e-Pim™

putting data first

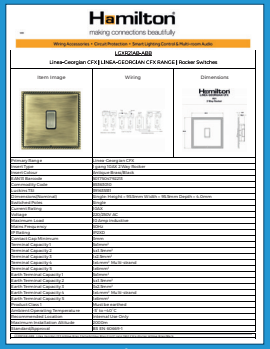
You need e-Pim to help you to enrich and embrace digitalisation.

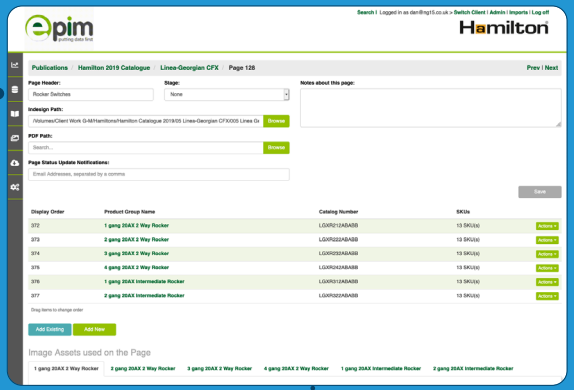
Digitalisation is changing the way that your customers behave. To stay in touch with the ever-connected customer, you must make sure that you deliver consistent, accurate product information through all of your marketing channels.

Products are the core of your business and therefore it makes sense to make sure your product information is as precise and comprehensive as possible . . .

From this...

Datasheets

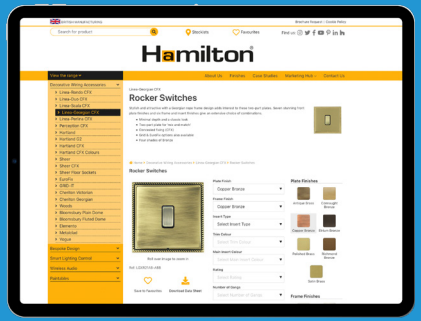




e-Pim Product Card

...to this!

Websites



Catalogues & Brochures

FEATURES

AUTOMATED PRODUCT DATASHEET FEATURE (APDS)

You can streamline the production and output of product datasheets as PDFs, for both print and digital.

Datasheets created in e-Pim can be individually styled to suit your business (or brand) and tailored to your particular specification. Because datasheets are created 'on-the-fly' from existing data held within e-Pim, you can rest assured that all data sheets generated will consist of the most accurate and 'up-to-date' information.

Most importantly, any product updates are then automatically fed to your channels in a matter of seconds. You can finally say goodbye to the inaccurate, time-wasting and manual processes involved in creating and storing endless amounts of datasheets.

View e-Pim's wealth of features in action.

BOOK YOUR FREE ONLINE DEMO TODAY!

COST SAVINGS

No more manual editing required or necessity for multiple datasheet versions. You'll be able to reduce the time in generating datasheets by up to 85%.

CUSTOMER RETENTION

Customise and brand your product datasheets the way you need.

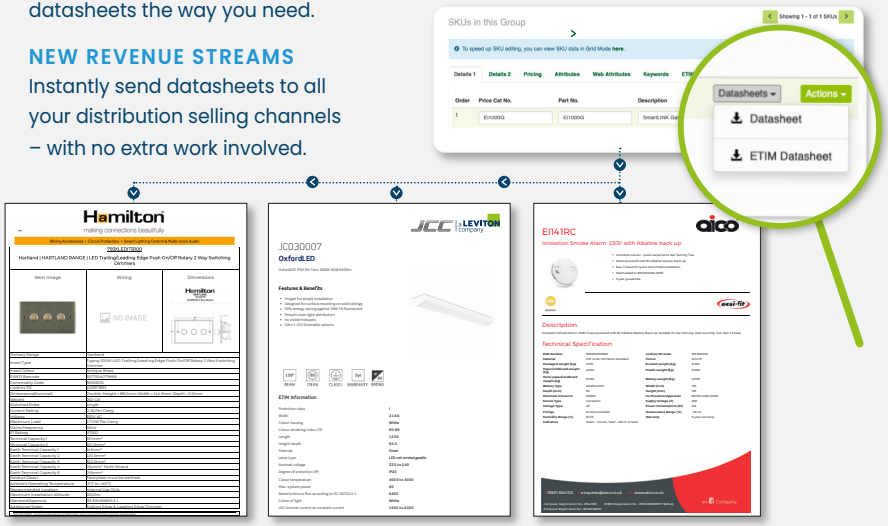
NEW REVENUE STREAMS

Instantly send datasheets to all your distribution selling channels – with no extra work involved.

INCREASED TIME TO MARKET

Save time and money by being able to quickly respond to the demands of the marketplace.

Marketers are left free to devote more time to other projects – thanks to e-Pim's intuitive and powerful automation!



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DIGITAL ASSET MANAGEMENT (DAM)

e-Pim's DAM software provides a safe and secure way for storing important media files, allowing you to organise, find, retrieve and share all digital content across many channels.

DAM benefits:

- User friendly Interface
- Centralised Digital Library
- Controlled User Access
- Efficient Asset Management
- Search Functionality
- Compatible with API's & other software

TRANSLATION

e-Pim provides an online 'Translation Management Portal' enabling complete access and management of the translation process.

To find out more about our **Translation Services**, call us on **01623 886 992**

NEED HELP WITH ETIM CLASSIFICATION?

We can assist with the ETIM Classification of products and using our e-Pim platform, can bring together all the data and assets for all SKU's within your portfolio.

NG15's team of data experts help manufacturers in the Electrical and Construction industry to overcome ETIM data transformation challenges. We help you to assemble and map your product data for 'ETIM Classification'. We also have time-saving 'data tools', that assist by significantly speeding up the processes and steps required for this work.

CATALOGUE DESIGN SERVICES

NG15 provide catalogue design and production services.

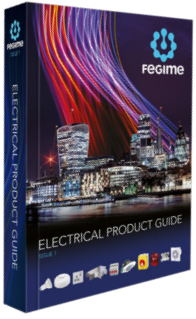
Our studio team includes a combination of marketing, design and data specialists, who work with thousands of catalogue and digital pages every month. We manage your catalogue project from start to finish, ensuring that your timescales are met, your catalogue works perfectly with your branding, and most importantly, appeals directly to your target market, helping you to generate sales.

Our in-house catalogue management system (e-Pim) allows you to streamline the catalogue process, saving you valuable time and money.

Inspire your customers through the creation of Digital Catalogues.

Digital catalogues have a unique advantage over printed catalogues because they make it possible to showcase your products online and build interaction with customers. Consumers can view product offerings quickly, easily, and click to buy from any device.

- Turn Page Catalogues (Create inspirational product experiences)
- Interactive Catalogues (Drive traffic to your Webshop)
- QR coded Catalogues (Provide direct links to Websites)



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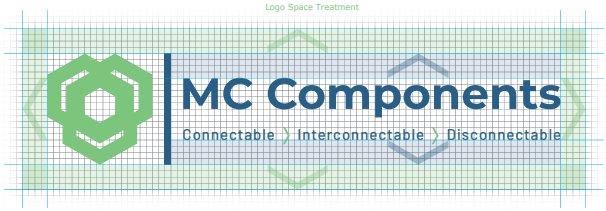
GRAPHIC DESIGN SUPPORT SERVICES

Our graphic design experts help you to liven up your brand and get you noticed.

We create eye-catching logos, stationary, exhibition materials, posters, flyers, brochures, social media images and a large range of other promotional advertising materials.

Regardless of your budget, the graphic design work we create will confidently deliver your message and always be on-brand.

- Branding and Style Guide creation
- Exhibition Signage
- Brochure, Leaflet and Flyer Design
- Point of Sale
- Stationery Design
  (Desk Pads, Wallplanners, Calendars etc)
- Promotional Products
- Photography
- Illustration
- Social Media Asset Creation



WEBSITE SERVICES

NG15 help you to quickly get online with our professional, affordable website design service.

Whether it is a simple brochure, ecommerce or a click and collect site, our designers and developers work with you from initial concept design through to the successful launch of your website.

- B2B
- B2C
- Click & Collect
- Ecommerce
- Brochure Site
- Digital Advertisements

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Get in touch to **DISCUSS YOUR NEXT PROJECT**

Leading experts in:

- Catalogue Design (Print and Digital)
- Ecommerce & Click + Collect
- Website Design
- Product Information Management (PIM)
- Graphic Design

call: 01623 886 992 **visit: ng15.co.uk**

epim™

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Developed for the **Electrical & Construction Industry**

Proudly developed by NG15 multi-channel publishing

Get in touch for a **FREE DEMO**

A powerful, simple tool to **manage & organise** your product data for multi-channel distribution.

call: 01623 886 992

visit: e-pim.co.uk

Affiliate partners & associations with:

EDA ELECTRICAL DISTRIBUTORS' ASSOCIATION | ETIM DATA | ETIM UK | LUCKINSlive | BMF

NG15 multi-channel publishing

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Leaders in Product Information Management (PIM), Ecommerce, Digital Catalogue & Publications

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