



## **SIGEL PARTNERS WITH FUSIONPLUS DATA TO PROVIDE RESELLERS WITH OPTIMAL PRODUCT CONTENT**

SIGEL, leading manufacturer of high-quality and well-designed office products, announces a new partnership with FusionPlus Data that will provide channel partners and resellers with sales-boosting product content.

SIGEL presents a UK portfolio of several hundred business and consumer products from popular brands such as Conceptum, Jolie and Artverum. To adapt to the changing needs and habits of both sales partners and consumers, SIGEL has contracted the product content service FusionPlus Data to provide and continuously update its online product catalogue and e-commerce content.

This new partnership enables SIGEL to provide optimised features including sales and marketing copy, certificates, product images and brochures to over 1,000 office products resellers in the UK and Ireland. The product data is regularly supplemented and updated so that resellers can react quickly and new products reach the market faster.

The centrally managed product content is a major sales asset for resellers. Susanne Fritz, Director of Marketing and Product Management for SIGEL, notes: “The demands on product data in e-commerce are constantly and rapidly increasing. Working with FusionPlus, we now have the ability to serve our trade partners very quickly with up-to-date content and to optimise it continuously. We are really pleased to be able to present our products to the market in an optimal and customer-oriented way.”

To find out more, contact your SIGEL account manager or send us an email at [kommunikation@sigel.de](mailto:kommunikation@sigel.de).

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**Notes to Editors**

**About SIGEL**

For 75 years, SIGEL has stood for innovative and well-designed office products and business solutions that are oriented towards the requirements of modern working environments. The Bavarian company develops smart product solutions that support agile and collaborative working. Together with the range of smart digital solutions, SIGEL enables "New Work" in its lived form and offers modern working environments for motivated employees.

**Press contacts**

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