



NWT FM Solutions partners with FusionPlus Data

Leading facilities management (FM) wholesaler NWT is proud to announce a new partnership with FusionPlus Data that will provide channel partners and resellers with sales-boosting enriched product content.

NWT boasts a UK portfolio of over 5000 B2B products from International Brands such as Lavazza Coffee, Tetley Tea, Clipper, Twinings and Nestle, as well as a fantastic range of established brands exclusive to NWT in Belgravia Disposables, Roll-X Till Rolls, Fixtures Homewares, and the Janit-X Cleaning Range.

To adapt to ever-evolving consumer needs and habits, NWT has enlisted leading product content service FusionPlus Data that integrates seamlessly with Calidore to upgrade its online catalogue and content for e-commerce.

Through this new partnership, NWT will be able to provide optimised full features and benefits copy, product images, lifestyle images, videos, and brochures to over 1,000 office products resellers in the UK and Ireland. The product file will be refreshed regularly with product updates, additions, and discontinuations, allowing resellers to react quickly to new products get to market sooner.

Ryan Torrible, Director at NWT, outlines some of the benefits for retailers and their customers alike, stating:

“At NWT we are extremely pleased to be able to offer our channel partners optimised content across our entire portfolio, not just the products listed by other wholesalers. They will have quick access to a wider range of high profile branded products and categories than ever before. With the constant demand for online retail, today’s customer has become very visually driven and more demanding. It is essential that the product listings they see online look fantastic and provide them with the necessary information for making a purchasing decision.

The expanded product catalogue will increase the likelihood that the end user will find what they’re looking for, and the great content will help pique interest and drive sales. Brand loyalty is paramount in FM products and our range encapsulates what a customer will be purchasing at home, online, in the high street and what they now expect at their place of work. Lines like tea, coffee & biscuits are emotive and help keep people happy in their place of work, & we as sellers to B2B need to keep refreshing the offering and developing with the new food and drink trends.

Ryan Torrible adds: “Our marketing team has been hard at work developing more optimised, online friendly, and end-user targeted content than we have ever offered before. We’re adding new content to the NWT catalogue on a regular basis with the intention of making our products more enticing on webpages and encouraging end user to buy more and then repeat. We feel these efforts will pay off with more sales & loyalty as well as increased margins for our channel partners. The NWT range is built around customer demand from Foodservice, Vending, On-line as well as the Office products sector, this enables dealers to expand beyond the standard offering and develop in new and buoyant areas. Our 3rd party business means endless new, potential product offerings for both stocked and stockless dealers.

Steve Bilton, Managing Director of FusionPlus Data, adds: “It’s great to see NWT make a much wider range of products available to the dealer community, bringing in fresh ideas from Foodservice and Vending is a fantastic development and can only help resellers gain business in other areas – in short, NWT is another *fantastic* addition to the Calidore/FusionPlus supplier partner family, and I have no doubt that their product file will be extremely popular with the dealer community, and their customers!”

The optimised NWT catalogue is now available on Calidore.

To find out more, contact your NWT account manager or send us an email at sales@northwestteas.co.uk

To request a credit account and website access please email accounts@northwestteas.co.uk

