



BISLEY PARTNERS WITH FUSIONPLUS DATA TO PROVIDE RESELLERS WITH WORLD-CLASS PRODUCT CONTENT

Global heritage furniture manufacturer Bisley is pleased to announce a new partnership with FusionPlus Data, which will provide channel partners and resellers with sales-boosting, high quality product content.

Bisley is an award-winning design and manufacturing powerhouse. For over 80 years Bisley has been quietly creating innovative products that meet the evolving needs of our working world. From the humble beginnings of car body repairs in 1931, Bisley now creates over 15,000 items per week from their factory in Wales. To adapt to ever-evolving consumer needs and habits, Bisley has enlisted product content service FusionPlus Data to upgrade its online catalogue and content for e-commerce.

Through this new partnership, Bisley 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. Bisley will ensure that the product portfolio will be refreshed regularly with product updates, additions and discontinuations, allowing resellers to react quickly and new products to go to market sooner.

Richard Costin, CEO of Bisley commented:

“We’re thrilled to be listing our products on Fusion to support our strategic supply partners and to allow dealers to have visibility of the wider range of products available from Bisley.

This will allow them to continue to diversify into new markets, using technology that adds value to their clients. We will only be allowing access to specific products to strategic clients that really focus on the Bisley brand, so that our partners can really see the diverse and high-quality products and innovative technology that we are able to provide.”

Chris Miller, Head of Commercial at Bisley added:

“This has been a real team effort throughout all of our business to ensure that our clients gain access to a much wider range of products from Bisley. This partnership is about providing and enriching the content with our existing Fusion catalogue. With better quality images and information, we can increase knowledge of our fantastic products throughout our market.

To find out more, contact Cai Griffiths, Bisley Sales Executive on 01633 637383.

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Notes to Editors

About Bisley

Life may be unpredictable, but you can always count on Bisley.

We're a design and manufacturing powerhouse. For over 80 years we've been quietly creating innovative products that meet the evolving needs of our working world. From the humble beginnings of car body repairs in 1931, we began meeting the needs of workplaces in the 1940s. We now create over 15,000 items per week from our factory in Wales. Our products can be bought in over 50 countries, and organisations such as Direct Line, the BBC and PwC trust us to meet their office storage and furniture needs.

Today, we combine this spirit of innovation with a collective knowledge that can only come from experience. While the world may evolve, our passion for design and care for people never change. Our success is based on enduring relationships, the latest manufacturing technology and nurturing talent. Our 700 employees are continually pushing the boundaries of manufacturing excellence and, as a private company we're able to devote all our profits to our business. Since 1989 we've invested more than £80million – helping us to become Europe's leading manufacturer of steel storage. In fact, a third of all UK steel storage originates from Bisley.

Whether you're in the office or at home, Bisley gives you unique, innovative furniture that doesn't compromise on style – so you can thrive anywhere.

bisley.com

[@wearebisley](https://www.instagram.com/wearebisley)

Press contacts

For media enquiries, please contact Kara Williams, Account Director at Working Word

E: Kara.Williams@workingword.co.uk

T: 02920455182 // 07968212096