



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

Leading office products distributor Nautilus Designs is proud to announce a new partnership with FusionPlus Data that will provide channel partners and resellers with sales-boosting product content.

Nautilus Designs boasts a UK portfolio of over 1,500 skus across its office furniture and shelving divisions. To adapt to ever-evolving consumer needs and habits, Nautilus Designs has enlisted product content service FusionPlus Data to upgrade its online catalogue and content for e-commerce.

Through this new partnership, Nautilus Designs will be able to provide optimised full features and 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 and new products to go to market sooner.

This centrally managed product content will be a major sales asset for resellers. Jon Askill, Marketing Manager at Nautilus Designs, outlines some of the benefits for retailers and their customers alike, stating:

Our partnership with FusionPlus Data is a natural evolution for the way in which we interact, communicate and facilitate our existing customer base, whilst opening doors to a wider audience with both existing and future product ranges. Data has always been the engine room of our business, and as such is a continually transformative component of our operation. Working with Fusion Data is a truly exciting prospect and I'm in no doubt that it will provide further flexibility, versatility to us and become an integral part of our ongoing strategy.

Dr. Tinkle Jain, CEO for Nautilus Designs, adds: "We have partnered with FusionPlus to to offer optimised content across our entire portfolio, not just the products listed by wholesalers. Prior to this collaboration we have always been limited with regards to showcasing our entire product range across our various divisions and presenting the depth of our offering to customers. Therefore, this seemed like an inevitable next step towards growth. This collaboration would provide a mutually beneficial relationship to our customers as an increased visibility of our portfolio often converts to increase in sales for all stakeholders involved"

The optimised Nautilus Designs catalogue will be available and easily activated via the mainstream software houses, namely EvolutionX, Prima, ECi, Heart, Oasis, CommercExchange, Calidore, OP-Connect, Intact, along with industry marketing specialist, InControl Marketing. To find out more, contact your Nautilus Designs account manager or send us an email at marketing@nautilusdesigns.co.uk.

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