

## UNIVER PNEUMATIC - MORE EFFICIENT DISTRIBUTION OF PNEUMATIC COMPONENTS BY THE MAIN ITALIAN MANUFACTURER THANKS TO THE eCATALOGSOLUTIONS OF CADENAS

One of the main Italian manufacturers of pneumatic components UNIVER uses an electronic catalog of the products for the marketing of the own production. This catalog has been prepared together with CADENAS and its care is up to UNIVER.

As the latter owns branch offices and distribution areas all over the world, it avails itself of a global strategy for the distribution of its products. A regular distribution also in the other continents is offered by the solution of the software for the electronic product catalogs of eCATALOGSolutions by CADENAS GmbH.

The electronic catalog of the products finds its use in the UNIVER homepage of the download portal PARTserver online and is integrated in the libraries of the standards and of the purchased components of the intelligent part management system PARTSolutions. The distribution strategies via internet, market place and CD-Rom cover all requests of the customers and what's more, they establish also new contacts.

### STARTING POINT OF UNIVER IN THE PRODUCT MARKETING

Before the introduction of the solution regarding the electronic product catalog in UNIVER, the information regarding the products had been transmitted to the customer or the interested company by means of CD-Rom or floppy disks provided that direct requests were received. This meant a high waste of time in administration work and very often the communication of data which were no longer up-to-date or even wrong. And what happened with the companies which needed the UNIVER products, however were absolutely not acquainted with its production? In this connection a high market potential has been lost.

The traditional marketing channels did not only represent a problem of waste of time, but also a problem of distribution: it was impossible to reconstruct the floppy disks. The sales office never knew which customer needed or used which data. For this reason the distribution resulted extremely limited and it was almost impossible to offer the customer a personalized service. It, therefore, was absolutely impossible to distribute the product in the whole area and least of all existed the possibility to open new markets. As a result of this it was necessary to set free additional resources in order to acquire new groups of customers.

The product marketing and its successes resulted, therefore, more expensive and it was impossible to calculate its entity. Big amounts of money were spent for staff, customer acquisition and advertising with the purpose to reach the aims.

## UNIVER

In 1971 UNIVER was constituted as a small company manufacturing a few types of valves and it has quickly become a first-rate company in the field of pneumatic components.

At present UNIVER represents one of the most important Italian companies in its field as far as dimensions and production volume are concerned and plays an important role on the international market.

The variety of the UNIVER products comprises both the products of immediate use for simple applications of the pneumatic logic and modern solutions for complex and integrated structures of industrial automation such as pneumatic cylinders, valves, slide units, fixing accessories etc.



### ADVANTAGES OF THE DISTRIBUTION ONLINE WITH eCATALOGSOLUTIONS

The constant presence on internet in the own homepage and in the download portal PARTserver online increases the UNIVER renown at an extremely reduced cost. The facts, e.g. 800.000 new interested companies, 6 million downloads/year with increasing tendency, 51 million page impressions/year only thanks to PARTserver and in addition also the own presence in internet cannot but convince!

## INTRODUCTION OF A SYSTEM FOR THE PREPARATION OF ELECTRONIC PRODUCT CATALOGUES

With the aim to obtain a more convenient product distribution as far as cost and efficiency are concerned, UNIVER decided to adopt the solution of the electronic product catalog of eCATALOGsolutions of CADENAS GmbH.

With this catalog solution a data bank is created or attended to containing all product data, such as CAD data, dimensions, information on the bills of materials, graphic elements, translations, material descriptions, pdf files etc. Starting from this data base (multimedia data base) all outgoing media are generated such as internet catalog, CD-Rom, paper catalogs, e-Shop etc.



### MAKE MARKETING CONVENIENT!

UNIVER has become a brand in the field of pneumatic components. With the distribution online of the catalog data UNIVER does justice to the modern marketing methods and this at an extremely low cost.

### MAKE MARKETING MEASURABLE!

Thanks to the vast functions of analysis and statistics, the marketing department of UNIVER is able to visualize continuously the data of the internet downloads, supervise the evolution of the customers' requests and needs in the various geographic regions or relating to the various product fields. It is possible to generate automatically complete lists regarding the most used products or CAD formats. They represent important information also for the distribution of project downloads, for which the sales office intends offering its own contribution in the form of assistance.

### MAKE MARKETING EFFICIENT!

The catalog of the UNIVER products online affects also the politics of the brand strategy. All information gathered which is processed together with that coming from the »traditional« marketing channels, is used with the aim to convert it into a more or less aggressive market penetration.

### USE OF MARKETING ON GLOBAL SCALE!

With eCATALOGsolutions CADENAS has developed a neutral software with whose translation functions all contents of the catalog can easily be translated and attended to. The correct language for the correct market of destination! The use of the CADENAS software solution catalog is so easy that also an ignorant in the field is able to use it.

»Precious hints, approx. 80% of which may be converted into customers.«

Hr. Fioroni,  
Manager Product Engineering

»In the past we spent much money for Fairs and Exhibitions. With the electronic online product catalog we are able to save a lot of money in this field as the acquisition now takes place automatically. More and more customers find us. In the past we had to look for them.«

Hr. Fioroni,  
Manager Product Engineering



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