

# B2B Portal “Go Live” in Italy

A few weeks ago, UK based field sales manager Guy Peeke-Vout posted on The Wall, the following positive update and accompanying feedback relating to the recent launch of the B2B portal in the UK.

“It is now a couple of months since the Colart B2B was launched in the UK market and we are seeing a healthy uptake amongst our customer base of independent retailers who are embracing this new technology.

A key test is whether we get repeat orders, and I am pleased to report that we are! The feedback has been excellent, and an unexpected but very welcome result was when a customer contacted us this week to say that they loved the new trade portal and that it had cut their ordering time by two thirds! Another USP we will be sharing with customers as we get them on board.”

With the support of the UK launch, the B2B Project Team are driving forward. They have now reached their second milestone, launching the portal for our Italy based B2B customers from Monday 15th February.

Italian Commercial Director, Massimiliano Gallo and his team plan to announce the launch via newsletters and virtual meetings and be supported by a series of eLearning “how-to” video guides.

Here is an extract from Massimiliano’s announcement:

**Italian :**

*Dopo mesi di pianificazione e duro lavoro, siamo lieti di annunciare il lancio del Portale Commerciale di Colart. Questa importante iniziativa è il risultato del lavoro di tutto il Gruppo Colart: IT, Vendite, Digital e Marketing.*

*Per la prima volta offriamo ai nostri clienti la possibilità di effettuare ordini online, accedere alle informazioni sui prodotti, visualizzare le ultime promozioni, conoscere i nuovi prodotti, rivedere il materiale di formazione e di marketing, tutto da un sito web facile da usare.*

*Il portale è rivolto al commercio business-to-business (B2B) e solo i nostri clienti possono accedervi. Il processo di registrazione è semplicissimo e richiede solo il tuo indirizzo @mail aziendale ed il tuo codice cliente Colart (IT00000)*

**English :**

*After months of planning and hard work, we are pleased to announce the launch of the Colart Trade Portal. This exciting initiative was a group effort by Colart’s IT, Sales, Digital and Marketing teams and for the first time offers our customers the ability to place orders with us online, access product information, view the latest promotions, learn about new product launches, and review training material and marketing assets all from an easy to use website. The portal is aimed at business-to-business commerce (B2B) and only our business customers can get access to this portal. The registration process is super easy and only requires your business email address and customer account number.*