

PRESS RELEASE

Inclledon launches e-bulletins to promote its wide product range

9 June 2017: As part of the value-added service it offers its clients, Inclledon disseminates regular bulletins containing technical information on its product range

The technical bulletins are aimed at generating awareness about particular product ranges and their specifications, standards, advantages and applications, Inclledon Chief Marketing Officer **Kelly Wilson** explains.

“Changing customer needs in the way information is received has spurred Inclledon to adopt a digital approach to product awareness,” Wilson elaborates. The decision to go electronic not only gives Inclledon a far wider reach, but also appeals to young upcoming engineers who rely on smartphones, computers, and tablets as their main sources of information.

The technical bulletins are aimed at external customers and staff on a national basis, in addition to professionals in the engineering and built environment. Launched in February 2017, the process of gathering the relevant information for the inaugural technical bulletin commenced in August 2016.

“There are no email attachments that clog mailboxes, but rather an embedded link that connects to the particular product catalogue that sits on the Inclledon server,” Wilson explains, who oversees the creation and dissemination of the technical bulletins.

All catalogues are available for download from www.inclledon.co.za, should any end user miss a technical bulletin, or require a specific link not yet emailed to staff and customers. Wilson adds that anyone can subscribe to the email list to receive the technical bulletins from Inclledon.

“Inclledon works closely with its key suppliers and business partners to ensure that the latest technical information is made available,” Wilson comments. All technical bulletins issued will be unique to the specific product being communicated.

The information incorporated covers manufacturing standards and material designation, product applications and uses, product specifications, relevant certification (where applicable), advantages and benefits, technical details (such as size in mm, OD, ID, and wall thickness), and CAD drawings (where available), showing the technical details.

Ends

Notes to the Editor

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Inclledon link to view the company’s press office.

About Inclledon

Inclledon stocks over 15 000 preferred products and provides a wide range of approved and highly recognised brands of pipes, fittings, valves, flanges, rigid pipe working tools & threading machines, HDPE, compression fittings, pumps, electro-fusion fittings, windmills, sprinkler systems, water meters, residential, commercial & golf irrigation systems, plumbing products and related products used in the engineering, mining, municipal, civil, plumbing merchant and irrigation markets.

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