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BRC TRADING LAUNCH NEW WEBSITE

British Retail Consortium Trading (BRCT) is today (Monday) launching a new website. The new site will be the main information source for the BRC Global Standards certification scheme, training courses, business services, conferences and events which will be the gateway for visitors to all BRCT businesses.

To produce the website, BRCT partnered with Silverbear - a successful software solutions company that enables event & membership organisations to engage with their customers intelligently. The brief was to design and build a website that accurately communicates the BRCT brand position and provides comprehensive information on the BRCT businesses with interactive features to engage the visitor. Another key feature was to create an online booking and payment capability.

The website has been developed with Silverbear's content and booking management system, evocos that allows quick and easy updates using tools to manage the website content, architecture and imagery. The content management system incorporates an easy to use browser interface allowing the BRC Marketing team to easily and simply create, edit, approve and amend web content at any time.

Keith Evans, Chief Executive of BRC Trading, added: "The new website will enhance the visitor journey and improve the process of booking a training course, conference or

event. The new CMS has many other interactive features that not only will engage the visitor but provide a better understanding of our customer's requirements"

Notes to Editors:

About the British Retail Consortium (BRC)

The British Retail Consortium (BRC) is the UK's leading retail trade association. It represents the full range of retailers, large and small, multiples and independents, food and non-food, online and store based.

About the British Retail Consortium Trading (BRCT)

The British Retail Consortium Trading is the commercial arm of the BRC and was launched in 1998 to enhance membership and add value for BRC retail members. The services offered by the BRCT include the BRC Global Standards certification scheme, a safety and quality audit scheme, training courses, conferences, dinners and networking events for the retail industry, business services offering a number of business benefits, the Directory, an online directory for all BRC certificated sites and an online bookshop offering over 2 million titles.

About Silverbear

Silverbear specialises in customer engagement software. By helping clients to communicate more effectively with their customers, Silverbear helps increase efficiencies and reduces business costs. Spanning process re-engineering, through to software design, development, deployment and testing, Silverbear's skills in project management assists organisations with a user friendly solution, providing rapid returns on investment.

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