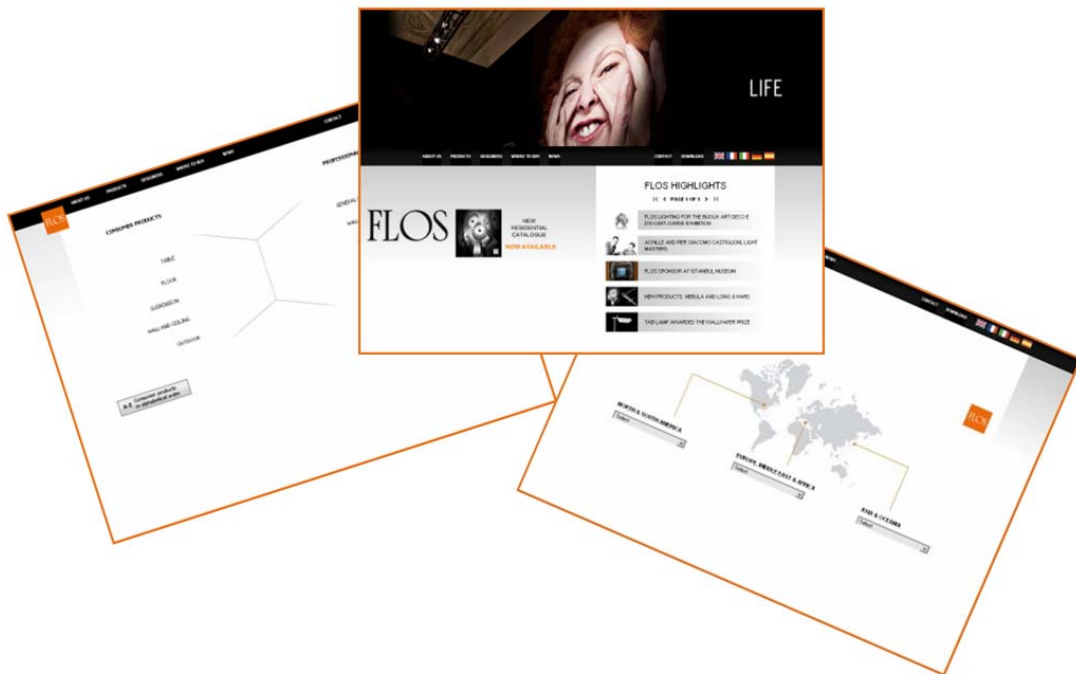


FLOS: *Implementing iPartner*



At a Glance

Company profile

The growth and evolution of FLOS Company started since 1971. Today FLOS is an international organization that offers a complete range of residential, commercial and even custom-made lighting products that can be seamlessly integrated in any environment...

GROWTH AND EVOLUTION OF THE COMPANY

- In 1971 Flos opened its first subsidiary in Germany.
- In 1974 it purchased Arteluce, a historical brand founded in 1939 by Gino Sarfatti, and opened a new factory in Bovezzo, just outside the city of Brescia.
- The collaboration with Achille Castiglioni continued through the '80s, and in 1992 he introduced the "family of products" concept to the market with the Brera series.
- At the same time, Flos continued to scout for emerging talent at an international level. In 1988 the Company started collaborating with Philippe Starck. Other talented designers followed thereafter: Jasper Morrison, Konstatin Grcic, Marc Newson, Antonio Citterio, Marcello Ziliani, Marcel Wanders, Sebastian Wrong, Laurene Leon Boym, Piero Lissoni, Rodolfo Dordoni, Tim Derhaag, Johanna Grawunder, Joris Laarman, Knud Holscher, and Patricia Urquiola.
- During the '90S the Company expanded its contract-related presence, launching a division focused on turnkey solutions.
- Piero Gandini, Sergio's son, has been Flos President and C.E.O. ever since 1999.

The tradition of collaborating with highly-talented professionals also extends to Flos promotional activities. Its image and advertising campaigns are entrusted to famous international photographers like Jean-Baptiste Mondino.

Company	FLOS S.p.A.
Address	Via Angelo Faini, 225073 Bovezzo (BS), Italy
Phone	+39 0302438.1
Fax	+39 0302438250
Website	www.flos.com & www.flosusa.com
Industry	Lighting manufacturer of architectural and decorative fittings.
Market	International.

Business situation

The need for an improved web site that has a handle on the constant evolution of the company and its products became a must.

PROJECT OBJECTIVES

- Implement a multi-lingual centralized corporate products database.
- Provide site visitors with an access to rich product information.
- Reflect on Flos website, in the best way possible, the emotions that drive the brand.

Coperon Products, Solutions & Services

- Deployment of iPartner Data Manager™, an effective products database management solution.
- Integration in Flos online catalog of iPartner Product Expert™, Coperon parameterized search engine.
- Configuration and delivery of a Content Management Solution to manage Flos Corporate website.
- Complete dedicated support in the management of the site content, products and corporate info.

WHY COPERON TECHNOLOGIES®?

- Proven experience in the design and implementation of online products catalog for the Lighting industry.
- Readiness to customize the solutions to cope with Lighting clients specific needs.
- Confidence in a professional lighting industry expert.
- Ability to provide tools that can scale up as the company grows.

Global Achieved Benefits

- Up-to-date online products data, permanently maintained to reflect the latest products changes.
- Intuitive and logical approach to get to the desired lighting fixture.
- Online dynamic generation of the online product spec sheets that reflects the most recent product properties.
- Hassle-free maintenance of the online data, through a complete outsourcing of the data entry work to Coperon.

Flos Challenge

FLOS assist architects with the know-how it acquired over its forty years of experience not only as a manufacturer, but also as a specialty lighting systems designer for a wide-range of challenging environments, such as museums, stores, and theatres. In addition, the company has established its presence worldwide through its retailers (Rome, Milan, Paris, Hong Kong, Stockholm and Kuala Lumpur).

To support its clients and expanding network, Flos was convinced that the Internet represented the most appropriate media to vehiculate info to the widest reach. However, Flos was confronted to a nearly impossible challenge: how to communicate complex technical data as well as emotional visual data in the same catalog.

Coperon's Products Suite

Coperon Technologies® lighting industry experts' were convinced that lighting manufacturers should be able to manage and communicate rich data about their products to a wide range of catalog users: architects, engineers, lighting designers, distributors, suppliers, the sales team and marketing managers. Lighting industry is well known for the production of excellent paper catalogs and marketing material.

Coperon's designed a complete software solution to cater to the lighting manufacturers and distributors needs. iPartner Products Suite assist in communicating and managing all types of product information, allowing manufacturers to guide their catalog users with a choice of search patterns to browse product data.

The Challenge

When FLOS selected Coperon to provide its technological platform for its lighting products catalog, Coperon's greatest challenge was to deliver powerful search and guided browsing technology to FLOS catalog, without reducing the emotional impact of the well-known FLOS look & feel.

Coperon, in partnership with Flos graphical designer, focused on integrating search engine pre-requisites, while taking advantage of the richness of the products data.

The first version of the first architectural light e-catalog was launched in April 2005. FLOS marketing and product managers were later on trained on the usage of iPartner Data Manager™, for complete independence in managing the catalog content.

Collaboration did not stop there since this first site was more considered as a first experience where site users expressed their impressions and wishes.

Several brain-storming sessions led to the launch of a new platform in 2008 that integrated as also a CMS for the management of Flos corporate site. The end result was a combined Flash and ASP website that represented well FLOS products iconic design.

"We have chosen Coperon as our principal technology partner for management of our product data and web communication."

Roberto Rollo, Flos Group, IT Director

Features in a glance

- ☑ The site provides multi-language support (English, Italian, French, Spanish and German).
- ☑ Management of the homepage content and other sections of the corporate site are handled through a CMS tool.
- ☑ iPartner products are configured to support two separate online catalogs sections: Decorative & Architectural light fittings.
- ☑ The Search Patterns provided on the site can be configured at will, without any modification of the site.
- ☑ The product data sheet produces all the properties entered in the iPartner Data Manager™. Properties and attachments, like images, LDT files, PDF... can be updated at any time, keeping product info the most accurate.
- ☑ A compare feature is configured to offer the possibility of identifying the differences between two or more similar products
- ☑ The product spec sheet is generated online in PDF to include the latest information as stored in the site database. This facility reduces the risk of inconsistency since the information is dynamically reproduced to represent the product in its actual status.
- ☑ A separate web site for American products with their related specific properties and values, following the same concepts like the international online catalog.