

# FLOS:

## a case study

### Company

FLOS S.p.A.

### Address

Via Angelo Faini,  
225073 Bovezzo (BS), Italy

### Website

www.flos.com  
www.flosusa.com

### Industry

Lighting manufacturer of architectural  
and decorative fittings.

### Market

International

## 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...

## Business situation: FLOS requirements

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

## Bringing the Project to Coperon

### The 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.**

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 architectural light ecatalog 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.**

## 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 and its products.

## Coperon Products, Solutions & Services

- Deployment of **iPartner Data Manager™**, an efficient 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.

## Global Benefits Achieved

- 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**.

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### Flos online catalogs, 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.

### 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 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 through a choice of search patterns to browse product data.

### 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.
- Understanding of the professional lighting industry needs.
- Ability to provide solutions to support any business size.

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

**Roberto Rollo, FLOS Group, IT Director**

**coperon**  
technologies

**Coperon Technologies Ltd**  
19 Cavendish Square  
London W1A2AW  
United Kingdom  
T: +44 20 8144 2759  
F: +44 870 138 2800  
info@coperon.com  
[www.coperon.com](http://www.coperon.com)

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