

European marketplace for communication and trade

Alu-Scout® - the new generation of aluminium

Hanover. Switzerland's Alu-M. AG will be presenting its Alu-Scout® interactive information and trading platform at the Hannover Messe from 24th to 28th April 2006. Together with other companies in the Swiss Pavilion (Hall 4, Stand C 12/2), it will be demonstrating the range of services it has to offer in the field of company networks.

The internet platform exceeded its operator's growth expectations by far during financial year 2005. Up until the end of December last year, over 9000 experts had registered as members. During the same period, the number of companies and their decision makers in the Company Database grew to over 15,000.

Alu-Scout® links suppliers and customers

With this rapid growth, Alu-Scout® has now become a leading platform for communication and trade for the diversified European aluminium industry, its customers and its suppliers. The aluminium platform's simple yet efficient structure is one of the reasons for its success. "Conventional buyers' guides are rarely able to provide the information required and the classical internet search engines are not really geared to business requirements," explained Alfred G. Frauchiger, managing director of Alu-M. AG. The basis of the Swiss recipe for success is a multi-level encyclopaedia, which is linked to a company database. The encyclopaedia provides the user with readily understandable material-related information on the subject of aluminium. The topics covered are aimed at decision makers and their employees in the fields of design, procurement, marketing and manufacturing.

Continuous increase in number of entries for companies and individuals

The platform offers information, contacts and company data over the whole value-added chain associated with aluminium. Lorenzo P. Giuliani, president of the supervisory board of Alu-M. AG and Alu-Scout®'s creator, summed up as follows: "We have become an indispensable source of information and trading platform in the world of aluminium."

Press release

The latest figures for visits to the website bear him out: about 18,000 visitors from almost 60 countries view over 200,000 pages a month.

New comprehensive full-text search

Alu-Scout® helps companies in the aluminium industry increase their productivity and cope better with the increasing complexity of doing business. A new full-text search facility now enables all the information about a company to be accessed at a glance: specialist articles, tenders, press releases, important contacts and, of course, the main company datasheet. In addition to the classification of a company using standard directory terms, it is now possible to search individual keywords in order to find the right contacts in a given company.

Worldwide growth market

As a Swiss company located close to the borders with Germany, France, Italy and Austria, the Alu-M. boss's sights are set on the worldwide aluminium market in the long term. However, the first step was to establish the internet platform for the European market. "The customer potential is huge," said Giulini. "In Germany alone there are some 70,000 companies who have something to do with the metal aluminium. And this figure does not include traders and associated companies."

The French version of the platform will go on line at the Hannover Messe, thus complementing the English and German versions; a further step in the direction of European expansion. "This step will enable us to reach many of our existing customers in the language they are used to speaking and doing business in," stressed Giulini. The individual web pages can be displayed directly and easily in the other languages at any time. "By going trilingual we have taken a major step towards our goal of providing a Europe-wide link between companies in the aluminium industry and their suppliers and customers, and vice versa, and thus providing the maximum possible market transparency," explained Alfred G. Frauchiger, managing director of Alu-M. AG.

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