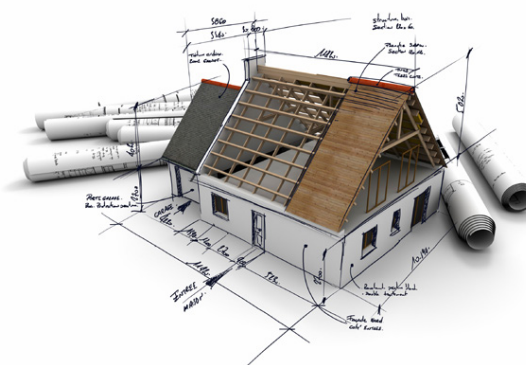




**The largest and most detailed index of building
product manufacturers and suppliers in the UK
construction industry**

www.bpindex.co.uk



Continually updating technology and adding new features to ensure we deliver the cutting-edge services the industry needs.

Building Products Index

BPI is the leading online UK building products locator serving the UK building and construction markets and is the largest and most detailed index in the market.

The technological leaders

BPI was established in 1965 to provide an outsourced library maintenance facility to in house libraries within architectural practices, local government and construction professionals such as surveyors and building contractors.

During the emergence of the internet, BPI was quick to capitalise on the benefits of electronic searching with the launch of its online product library www.bpindex.co.uk in 1997. The site quickly grew to become the largest, and the most comprehensive online building product index in the UK.

BPI continues to develop and improve the site, adding new features and technologies to improve the service for all.

Today BPI is used by millions of specifiers and construction professionals.

“BPi has millions of visits, making it the market leading resource for construction professionals.”

www.bpindex.co.uk



About BPi

The simplest and most effective way of searching

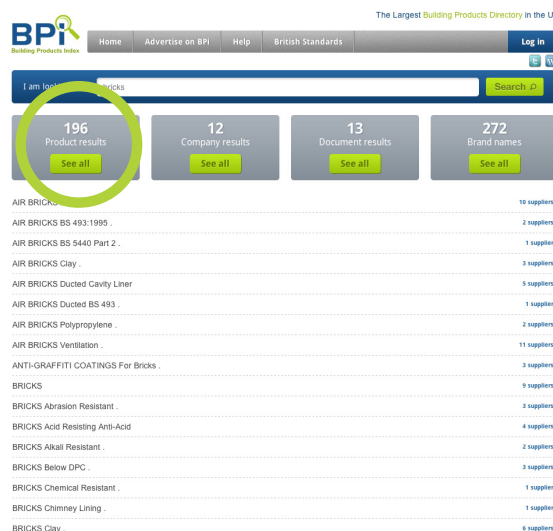
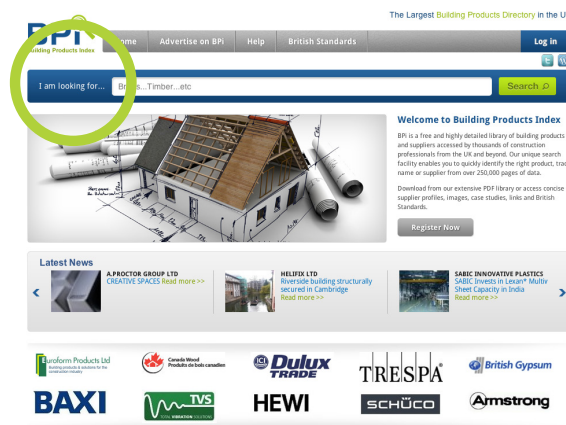
BPi's popularity is down to its simple user interface and its comprehensive library of information. Everything from summary information on products, brands and building services down to detailed technical product information is located all in one convenient place and at no cost – **BPi is completely free to the user.**

Quality reference information available in three easy steps

A straightforward navigation system allows users to search using a variety of methods either by including generic keywords, or specific phrases or search terms. Initial results allow the user to filter information and find what they are looking for quickly and efficiently.

An indispensable solution for specifiers

All our electronic libraries are catalogued and indexed by our skilled librarians. Our philosophy is to ensure BPi's comprehensive download library is always up-to-date, maintaining a quality service to both users and advertisers.



Benefits of BPi

Importance of BPi in the marketing mix

In the construction industry, a typical project will see up to 40% of the products being sourced from new or alternative manufacturers or suppliers.

According to figures from the Internet Advertising Bureau (IAB), online is the fastest growing advertising medium in the UK; an increasingly important and valuable resource for UK manufacturers.

BPi's online product library offers manufacturers a highly targeted and cost effective route to market with proven results.

Who is using BPi to find information?

BPi is routinely used by high calibre individuals with specification responsibility, covering all manner of professional occupations, including;

- Architects
- Contractors
- Local authority
- Purchasing teams
- Building surveyors
- Engineers, and more

A visit to the website will allow you to view a sample of our registered client users.

Front page rankings guarantee high traffic

Of course, many industry professionals come across BPi when they type in a search phrase that matches a term in our index.

BPi has been developed using the latest programming techniques and always with search engines in mind. We effectively provide search engine optimisation services for manufacturers and their proprietary websites.



40% of the products being sourced from new or alternative manufacturers or suppliers.





“ BPI is the largest directory of building materials in the UK. BPI is proven to supply cost effective marketing results to the construction industry.”

www.bpindex.co.uk

Benefits for advertisers

Building Products Index has over 40 years of experience in supplying detailed product information to the UK construction industry. Inclusion on our site enables you to target your products and services to existing and new clients who use BPI as their main source of product information. BPI is the largest and most detailed specification tool in the UK.

High calibre users – Experienced professionals and individuals within architect, construction and local authority organisations.
www.bpindex.co.uk/advbpi.html

High profile – BPI has millions of visitors and they use BPI to source suppliers when they are looking to specify.

Statistical reports – BPI reports every month the activity on your listing. Including every page view, every PDF that is downloaded, every email sent and every click through to your website.

Proven return on investment – Track clicks to your website and emails sent straight to you via BPI.*

Unbeatable value – The lowest rates and the highest visitor numbers offer the best value for money combination in the market.

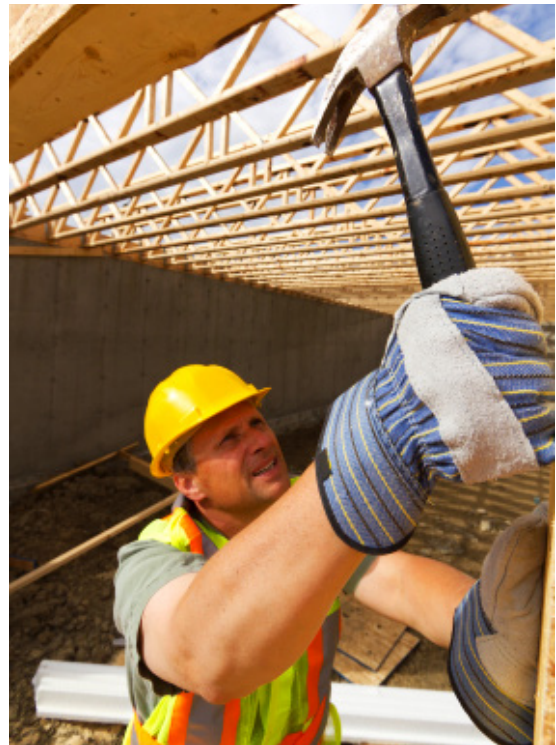
Competitive edge – For increased exposure and higher traffic to your pages and website, options exist to enhance your profile over that of your competitors.

Credible – The site is expertly edited to ensure the integrity and credibility remains high with registered users.

Free updates – BPI regularly emails you to tell you about changes and improvements to the site and to check out your latest Statistics.

Search engine page rank – Unrivalled exposure to the internet community - BPI is a highly ranked website that improves your SEO and increases your brands exposure.

Social media - BPI is fully integrated with social media sites and actively promotes your latest information and product developments through our newsletters and blog.



* Premium profile subscribers can track click throughs to web and mail.

Profile options

The choice of two entry levels:

BPi managed listing – Our standard option and what we do best. We spend the time creating, updating and managing your entry so that you have more time to dedicate to your business. Your BPi account manager will ensure that your entry is always up to date, keep your news items and case studies fresh and be able to offer a wealth of experience and know-how to ensure that your entry is at its best. This is the preferred option of most of our accounts.

Entry level listing – You create and manage your entry. Our CMS (content management system) enables you to create and maintain your own entry online at a reduced cost. An economical way of maintaining an important presence on BPi that is suitable for those who want to see results before committing to a managed entry. Ideal for new and small companies.

BPi managed listing Standard level with account manager. Contact us for a quick quote	Entry level listing Self-serve entry
Full contact details, email & weblink	Full contact details, email & weblink
Entry created by our editors consisting of a unique profile and up to 20 images. Our account manager will liaise with you throughout the year	Up to 75 word self-written profile with 3 images of your choice uploaded by you
Unlimited indexing by our editors under all your brand names, products, BS numbers and all other relevant information	5 brand name entries and up to 10 product entries chosen by you
We will maintain your PDFs on BPi for you and include them in document search results	No PDF hosting
We will include your news items and case studies in our latest news	No news or case studies
Full statistical report includes: - Emailed reports to multiple users - Page view log - Banner display log (option) - Named PDF download report - Click through log - Email log	Statistical report includes: - Login to view your stats - Page view log - Click through log - Email log
CMS login for multiple users enabling you to: - Edit your entry (logo/text/images) - Upload PDFs - Add news items & case studies - View your statistics online	CMS login for single user enabling you to: - Edit your entry (logo/text/images) - View your statistics online

Profile options

Bolt-on Products:

You may also add the following services to your entry:

Embedded links in your profile

We can add deep links to specific pages on your web site from your profile page. These links not only enable the user to quickly get to a specific area on your site, but are also SEO approved and highly effective in increasing the rank of your own web site on search engines

Shared banner advertising

Increase your visibility in our search results with preferential listing and a static or animated banner which is displayed in rotation with other advertising banners above all relevant product searches. All views are logged in your statistics

Permanent Advert

You can also add a permanent advert which is constantly displayed alongside all relevant search results to provide important brand placement where it really matters

Newsletter

Inclusion in monthly email newsletter as well as displaying your news items on BPi, you may also include it in our monthly email newsletter to our registered users (currently 30,000). A maximum limit of 6 news items are included each month so availability is limited

Subscription Rates are available upon request. Please Contact BPi on: 020 8838 1904.



Promote your business on BPI

Email info@bpindex.co.uk or call
020 8838 1904 today to discuss
additional advertising opportunities.



Buildings Product Index

Building Products Index,
Acorn Centre,
30 Gorst Road,
London,
NW10 6LE

T: +44 (0)20 8838 1904

F: +44 (0)20 8838 1905

E: info@bpindex.co.uk