

PrintWeek

6 April 2006 £2.95

www.printweek.com

NEWS | DIGITAL

Tangent signs up Borders to its point-of-sale Toolkit system – By Joanne Gardner

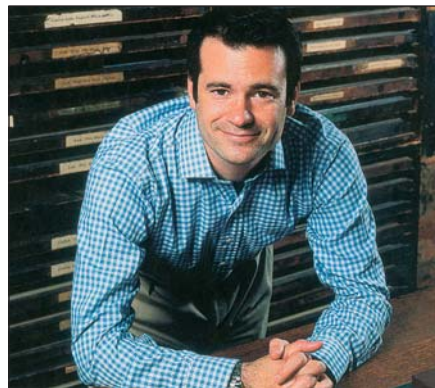
Book retailer Borders is the latest firm to boost its brand with Tangent Communications 'point-of-sale' Toolkit.

The bespoke online system means a large chain such as Borders, which has 85 stores across the UK, can bring a sense of local community to each of its branches.

Toolkit comprises a centralised web-based system that gives each store manager access to a central Borders image library. They also get the tools to create a local library, so promotional materials for events such as author signings can be designed and digitally sent to Tangent to print in one day.

The system can also generate localised press adverts to coincide with the point-of-sale material.

Tangent chief executive Nick Green said: "There has been a very fast



Green: "very fast uptake"

uptake of Toolkit.

"People can see that this kind of marketing makes sense. There has been a positive response. It saves money, centralises material and helps to maintain brand identity."

Nationwide Building Society and Greene King are among other Toolkit users.