



**VOLTIMAG**

**The News Letter #03/05 –, March 18<sup>th</sup> 2005**

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*February has been encouraging in what regards pages views and recurrent users evolution.*

*Situation is more difficult in what regards weekly users with a figure slightly above 10,700 for the month.*

*Efforts should be maintained in all countries to continue developing recurrence.  
Specific action plans are undergoing in all countries.*

*Shareholders involvement generally improves; main issues remain catalogues and news updates.*

*This specific topic will be addressed at the next VMAC meeting in May.*

*Efforts to convince "A brands" manufacturers to join continue everywhere; continuing economic difficulties and lack of Internet motivation amongst industrials oberate enthusiasm.  
We will pursue our efforts anyway.*

**Bruno Hamon**

# France

## Voltimum France Commercial Plan

With the launching of the “**Voltibureau**”, a feature allowing the printing of technical sheets by installers in a personalised frame for the preparation of their DOE ( end of job reports ), we have settled a commercial plan to reach a great number of installers becoming new users. This tool has been developed after discussion and after request from the FFIE.

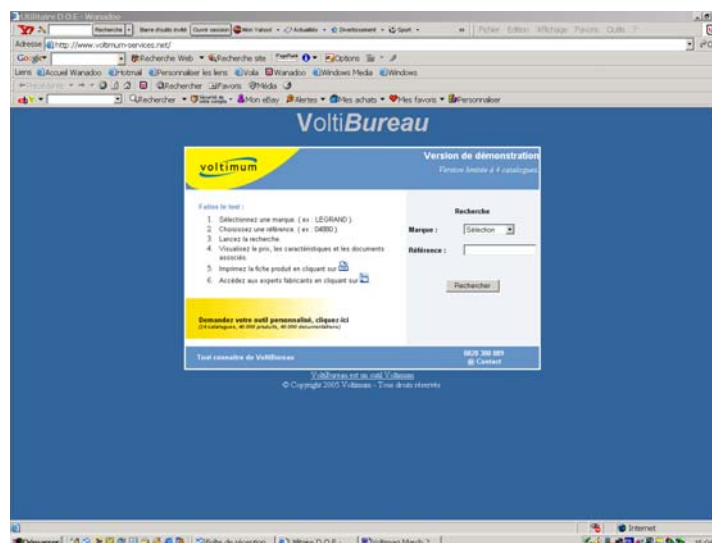
We will start next week some tests concerning the best way to sell it, via different messages and pricing approaches. All the tests will be done via Fax mailing and E-mailing. A model of the Voltibureau with a short selection of brands and products for the test and as an example is online at the address :

<http://www.voltibureau.net>

This specific tool is dedicated to professional who are in a hurry or who do not want to lose their time in quotation tasks or in building of Technical Datasheets for DOE after having done the electrical installation.

This will be a **very good asset** for Catalogue partners as it becomes a way to save time in daily administrative tasks. Our success could be that in the future, Installers will make their choice and select their products considering and keeping in mind that datasheet of products are present in the Voltibureau whether other ones is not present in the Voltibureau.

## New Killer Applications : The Voltibureau Service.



After several meetings with Installers from the FFIE, we have developed a new tool which gives a direct answer (product datasheet) to an Installer request.

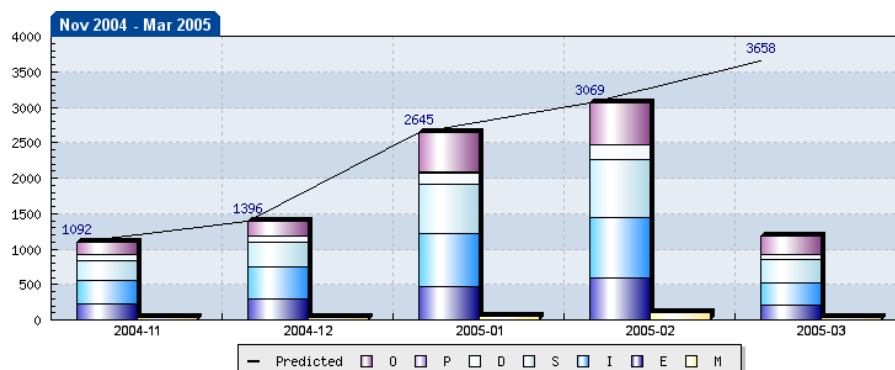
The implementation of this new “**killer application**” is very simple – very easy to use, very simple to implement – and takes part in our strategy to make the installer pay for Internet services.

The necessity to use it is particularly convenient in Quotation workshop or in DOE realisation (dossiers d’ouvrages exécutés).

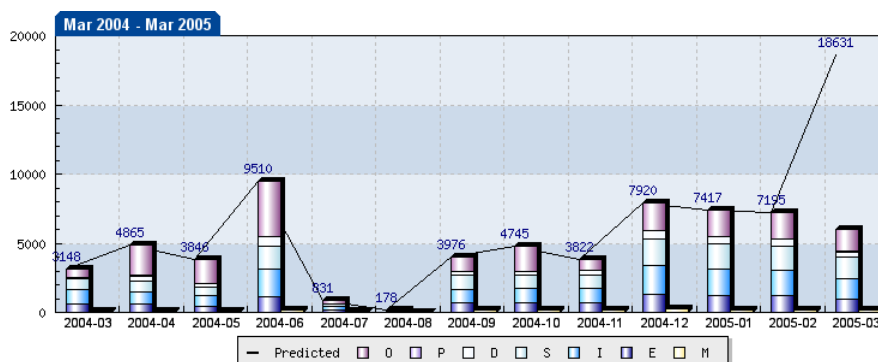
## Themas Files and Newsletters

The new file "Maison Saine" is now online, and impacts brands such as Atlantic, Thermor, Nexans, Raychem...

We have in parallel close contacts with Vortice, Carrier, Viessmann, Unelvent and Aldes to join Voltimum on this Thema File.



We have a nice growth in terms of weekly users (close to our 4,000 target weekly users) thanks to our marketing plan and especially our good capacity to send interesting newsletters.



In parallel, we notice a nice growth in terms of recurrent users. All our work is now focused on catching the interest attention of our Installers and try to build for each of them a specific profile.

Then, we will create some community of users, and will send specific information dedicated to their personal interests.

## New KPI Indicators

Voltimum France is now equipped with a new key indicator which helps us to track and see the impact of each information and the interest of each specific distinct visitors. This new tool let us the possibility to create some profile:

- installers interested in VMC
- installers interested in measure instrumentations
- ...

This will permit us to create some specific groups of users (classified by degree of interests) and will be a very good assets to create some new interests for potential partners to join Voltimum.

## Presence of Voltimum at Distributors point of sales

We are at the present time managing to engage discussion with the Rexel Headquarter to re-enforce our partnership by implicating them much more in thema files.

We have had a constructive workshop with the board of Isnard and try to convince the managers of Rexel Group to communicate more on Voltimum and then be our local Speakers in their local Agencies

Posters, information of Voltimum Themas on each ticket and invoice for Installers, specific local seminar in point of sales are some of ideas we discuss with Isnard last month.

# Italy

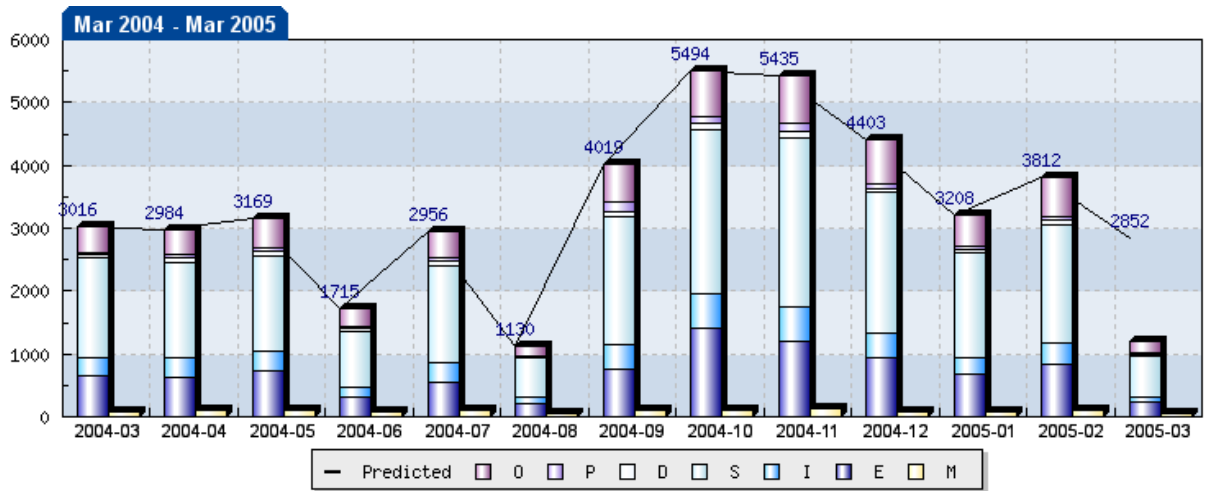
## Registration and traffic result

We reached **29,300 registered target users** , **484,595 cumulated page views** at the end of February.

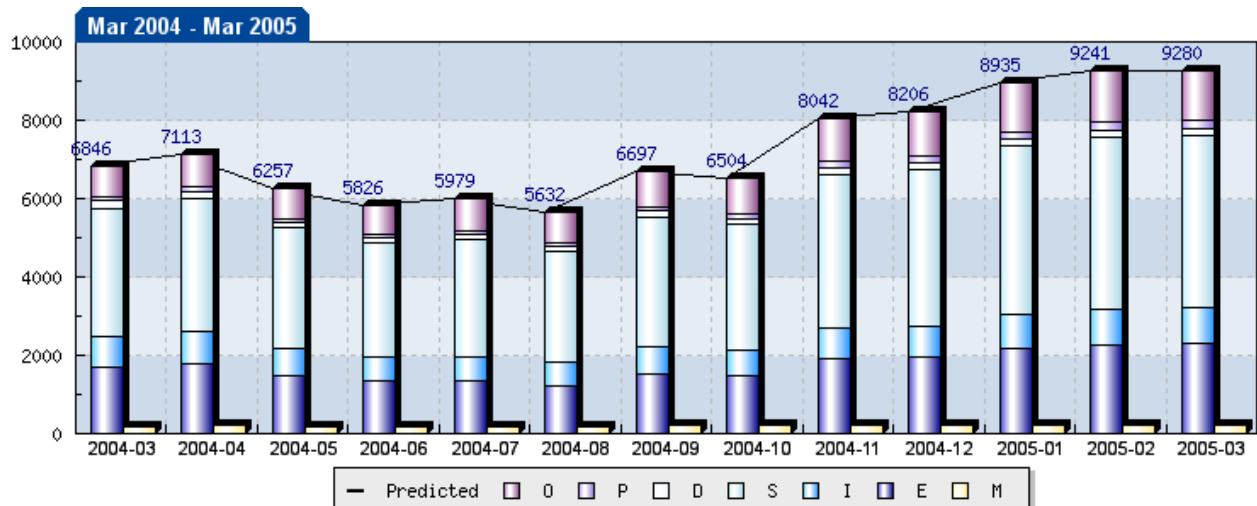
Our main figures:

Ø Subscribers	426
Ø Registered Target Users	29,300
Ø Newsletter database	26,646
Ø Page views target + anonymous	484,595
Ø Visits	26,191
Ø Unique Visitors	8,053
Ø Recurrent Users	3,812
Ø Loyal Users	9,241

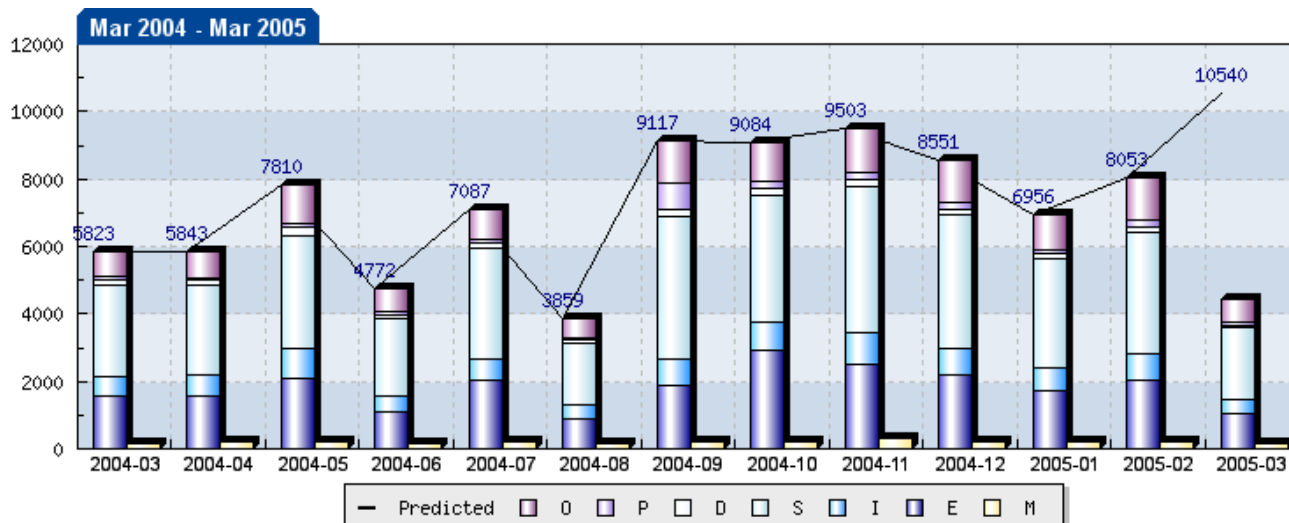
## Recurrent Visitors



## Loyal Visitors



## Distinct users



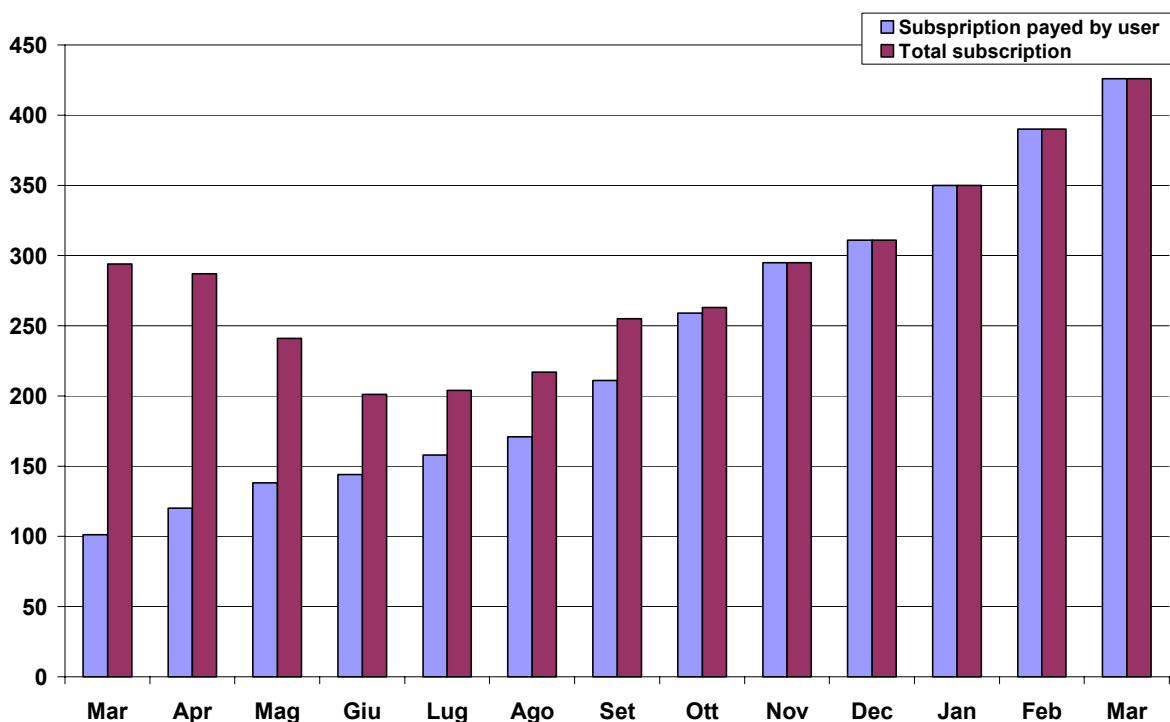
## Marketing and Communication

News from 18<sup>th</sup> February 15<sup>th</sup> March:

- Subscriptions activities going very well: we promote Voltimum with 17% discount to best registered users
- 1 course on "lighting" organized together with Osram and Philips
- We have opened the service "on-line experts" to 1,000 specifiers for a week


## Subscription activities

During February Voltimum registered **50 new subscriptions**.



March is expected to go on the right track. Up to the 15<sup>th</sup> we got **40** new subscribers thanks to a **special promotion** to our best registered users. They can buy Voltimum with 120€ (17% discount)

Here below the promotional e-mail:

 **Abbonati a Voltimum e entra in un mondo di servizi!**

Gentile !\*FIRST\_NAME\*! !\*LAST\_NAME\*!,


ringraziandoti per l'interesse con cui ci hai seguito, siamo orgogliosi di offrirti l'**abbonamento a Voltimum.it** con il **17% di sconto** sul prezzo di listino. L'offerta e' valida fino al **21 marzo 2005**.

Abbonarsi a Voltimum è molto semplice:

- Clicca su "abbonati a Voltimum"
- Compila tutti i dati mancanti o non esatti
- Inserisci nel campo "codice sconto" del modulo di abbonamento il seguente codice: **05PRO120**
- Utilizza questo **modulo di bonifico bancario** oppure paga con **carta di credito** chiamando lo 02/44382001 dalle 9 alle 13 dal Lunedì' al Venerdì'

Con soli **120€+iva all'anno** al posto di 144€, **scopri** cosa Voltimum ti mette a disposizione:

**Guida all'installazione**



La più ampia e completa Guida all'installazione del settore elettrico suddivisa per **tipologie di applicazione**

**Più di 150 schede** categorizzate per:

- Residenziale
- Terziario
- Industriale
- Ambienti Speciali (es. laboratori di prove e ricerche)
- Ambienti Trsversali (comuni a più impianti)

[Scopri il servizio](#) [Accedi all' area](#)

**Prova il servizio**

**Scarica la documentazione su Depositi e Magazzini**

- Scheda
- Norme di installazione
- Prescrizioni particolari e verifiche

### L'esperto on-line

Il servizio offre:

- La **consulenza e l'assistenza** di 11 ingegneri del settore elettrico di provata esperienza
- La **certezza** di trovare sempre una **risposta** ai tuoi quesiti **tecnico -normativi**
- Risposta garantita entro **48 ore** nei giorni lavorativi

[Scopri il servizio](#) [Accedi all' area](#)

**Prova il servizio**

**Vuoi farti un'idea della qualità del servizio?**

Consulta gratuitamente l'archivio delle domande e delle risposte

### Guide e approfondimenti in Pdf

Finalmente, a grande richiesta on-line le **guide** e gli **approfondimenti** di Voltimum in **pdf!**

Non perdere tempo, **più di 80 documenti** scaricabili e stampabili...

[Scopri il servizio](#) [Accedi all' area](#)

**Prova il servizio**

**Scarica** la guida sugli impianti elettrici negli appartamenti:

- Prima parte (835 kb)
- Seconda parte (1,35 Mb)

### Allegati Tecnici

Scarica gli **allegati tecnici** del Catalogo Multimarca

- Certificati di conformità
- Manuali di utilizzo
- Dimensioni di ingombro
- Altro (immagini, foto, etc...)
- Pdf della scheda del catalogo

[Scopri il servizio](#) [Accedi al catalogo](#)

**Prova il servizio**

**Esempi di allegati tecnici**

- Certificato di conformità
- Pdf della scheda del catalogo
- Manuale di utilizzo

Documentazione allegata

- **Pressa passante (1400ar)** (2002-01-24) (549 Kb)
- **Pressa passante (400e)** (2002-01-24) (534 Kb)
- **possibile' di connessione (1400ar, 1400tb, 400e)** (2002-01-24) (482 Kb)

### Assistenza on-line dei costruttori

Il servizio offre::

- **L'assistenza** di tutti gli **esperti di prodotto** delle case costruttrici
- Risposta garantita entro **48 ore** nei giorni lavorativi

[Scopri il servizio](#)

**Prova il servizio**

### On-line Expert open

From 7 to 11 march we have **opened** our on-line expert to **1,000 specifiers registered users** in order to promote this service.



## Prova l'Esperto On-Line

07 MARZO 2005

### Hai qualche dubbio?

Dal 7 marzo all'11 marzo Voltimum apre a tutti l'Esperto On-Line. Potrai consultare liberamente i nostri esperti su qualsiasi quesito tecnico-normativo.

Il servizio offre:

- La consulenza e l'assistenza di 11 ingegneri del settore elettrico di provata esperienza
- La certezza di trovare sempre una risposta ai tuoi quesiti

### Esempio di quesito:

**D: Comando a fungo** 19-01-2005

Sulle macchine il comando a due mani deve essere necessariamente a fungo?

**R: Comandi antinfortunistici** 19-01-2005

No: il comando a due mani è un comando ad azione mantenuta che richiede almeno l'azionamento simultaneo dei due comandi manuali per avviare e mantenere il funzionamento della macchina o degli elementi di quest'ultima, assicurando così la protezione alla persona che l'aziona. È chiaro che se l'azione mantenuta si protrae nel tempo, può essere più comodo un comando a fungo, sul quale è possibile appoggiare tutta la mano piuttosto che dei semplici pulsanti da azionare solo con le dita (che si stancano prima).

**Risposte  
certe  
in tempi  
brevissimi**

**Non perdere questa opportunità!**

**+**  
Sottoponi un quesito

## Courses on "Lighting"

During such a period we have organized a training course on "Lighting" in Milan, fairly supported by Osram and Philips

For a price of 120€ we provided:

- 1 day course together with the relevant documentation
- 6 month free of charge subscription to voltimum.it
- 1 year free of charge subscription to "Il giornale dell'Installatore" magazine

These courses were a successful in terms of feed back from attendees.

## E-mailing

Here below our e-mailing activities:

<b>E-mailing</b>	<b>Data</b>
Cabling 2005	22 February
Voltimum Quiz	24 February
VoltiTech	1 March
Dossier on Hotels	7 March
On-line Expert open to 1000 users	7 March
Voltimum Quiz	11 March
VoltiNews	14 March

# UK

## Highlights of February & March 2005

- Country Committee Meeting 2nd Feb (100% attendance by founders, only Dimplex attended of five non-founders)
- Marketing Committee Meeting 7th Feb (8 of 13 companies attended (62% attendance) Absentees were: ABB, Eaton, Novar, MGE, Schneider)
- Kick-off meeting with Kew Technik (tools and test instruments manufacturer)
- Manufacturer meeting with GDA - Applied energy products
- Secured agreement for MF and B Hamon to meet in summer with Cooper Lighting & security at management meeting
- Last attempt to keep DeWalt on board - meeting and offer of one final concerted action.
- Offers for membership currently being considered by Marshall Tufflex & Applied Energy Products
- Signed co-operation Agreements from AIEW and IBA the last two buying groups.
- Secured Agreement to jointly sponsor the NICEIC's 50th year centenary celebrations
- Attended Electrical Roadshow Sandown - Regional trade fair.
- David Schofield gave Voltimum a great plug at the after dinner speech of the EDA dinner.

## KPIs

New Registrations:	991 target registration (1,020 registrations incl Manuf) Now 27,000 in total)
Newsletter circulation:	17,000
Opt out at Registration:	20 in total (ie less than 2% - very pleasing)
Page Views:	156,322 considerably lower than January but well ahead of target 148,000 Feb was a short month and our Bulletin topic was not as 'hot' as January's on Part P.
Logins:	13,415
Page views per login:	11.65
Distinct Visitors:	4157
Recurrent Visitors:	2121
Weekly Users:	407

In general we are pleased with the continued high rate of registration, the significant drop in Opt-out at registration and the page views per login.

Our area of weakness continues to be recurrent use and weekly users and we are working on functions to encourage these as it appears that the newsletters alone are not enough.

- We have been working to improve and simplify the BOM process and will be pushing this hard over the next few months
- We are waiting in line for delivery of the 'toolbar' function by Voltimum Geneva which has had such a marked impact in France
- We have plans to improve the Forum and hope to work with Voltimum GVA on this
- We are almost ready to implement the improved technical expert question area based on the French and German models.
- We are simplifying our home page to concentrate on the most important areas of the portal: Catalogue, Expert Advice, News, Hot Topics and CPD.

All manufacturers will be pleased to learn that from 17<sup>th</sup> March they will only have to add news to Voltimum once and will not have to repeat the exercise for the Edmundson site as they have had to do for over a year. Thank you for bearing with us for so long. All those responsible for loading news will be notified of this excellent time-saving development by email.



## **Activities with Manufacturers**

We had our kick-off meetings with Kew Technik towards end of February in which they were trained on how to create and add news to the site and how to structure and build catalogue.



Richard Penney, Managing Director of Kew Technik (tools), Socket and See & Major Tech (test instruments)

Meeting with De Walt who cannot get their act together across Europe to supply content for the site. Likely they will not continue a European partnership contract. However, they may opt for a presence in only some countries. Trying to do one concerted action in March for all countries as a last attempt before they pull out.

Meeting with Applied Energy Products (important player in the Heating and Ventilation sector). They are still very keen but find price a bit steep. Formal letter of offer sent.

Offers on the table with Thorn Lighting (European Level) and Marshall Tufflex.

Offers on the table for European promotional partnership with BASEC.

We will have Kick-off meetings with Vent-Axia, Adaptaflex and Kopex on 23<sup>rd</sup> March.

## **Wholesalers**

Received signed co-operation agreements from AIEW (52 outlets) & IBA (70 outlets) the two smallest wholesaler buying groups. We will load their branches into our wholesaler directory before end March. Each branch will receive a 'Welcome to Voltimum' email explaining the benefits of membership. We are trying to push the VoltiLINK and an RSS newsfeed feature as used very successfully in Sweden on [www.storel.se](http://www.storel.se).

We are also carrying out a clean up of our wholesaler database to ensure that when we push the BOM process there are no database errors.

We did a joint action with ABB in an Edmundson branch on 17<sup>th</sup> March. (photos)



## **Electrical Roadshow – Sandown**

On Tuesday 8<sup>th</sup> March, Voltimum attended a regional trade fair organized by the Builder Group (Part of CMP media). This event is very heavily supported by tools, test instruments and security and industry bodies such as ELECSA and BSI both promoting their Part P compliance schemes.



## **Entries for EEIBA competition for March.**

**Thanks to James Prebble of Osram and Oliver Drackford of Pirelli who helped out on the Voltimum stand.**

This was a good opportunity to meet registered users and get feedback on our newsletter and on the site and to get new registrations from the contractor targets.

## **EDA Dinner**

Voltimum was invited to attend the EDA annual dinner as a guest of the EDA on 10<sup>th</sup> March 2005. there were 450 people from the leading manufacturers, wholesalers and industry bodies present.

Voltimum would like to like to say a special thank you to David Schofield, Managing Director of OSRAM UK, who was invited to make the after-dinner speech by the EDA. David gave Voltimum a wonderful 'plug' in his speech urging the industry leaders to get behind the initiative.

## **Newsletters**

In February our VoltiBULLETIN was on the subject of LEDs  
In March our VoltiBULLETIN was on Harmonics and was CPD accredited.

## **Other**

Penyamin Beduoglu, our stagier of one year, left at end February. We have interviewed and found a very promising part-time Marketing Assistant who will hopefully start on 4<sup>th</sup> April.

# Germany

## Portal

### Completely reworked trainings & seminars area – the largest offer in the market

Since 2004 Voltimum is partner of ELKOnet – a joint initiative of leading occupational training centres. One major goal of the initiative has been to create a common seminars database to offer the complete range of training not only regionally but all over Germany. Part of the partnership agreement is to publish those trainings also on Voltimum. The database has now been connected via an XML interface with a daily replication of contents. The voltimum “events” format has been adapted to more sophisticated (wider) ELKOnet database format.

In this course Voltimum completely reworked the seminars area and the way the entries are published. Voltimum from now on offers the widest selection of trainings’ offers in the market – the area no is one of the key elements of our content in the future.

### Schulungen & Seminare

In der größten Seminar-Datenbank der Branche finden Sie eine Vielzahl von Schulungs- und Weiterbildungsangeboten der Voltimum-Partner zu allen Bereichen der Elektroinstallationstechnik.



#### Sie wollen nach Seminaren suchen?

Wählen Sie nach **Anbieter**, **Zeitraum** oder nach einem **Stichwort** (z.B. EIB, Licht, etc.) aus.

Anbieter	Beginn (TT.MM.JJJJ)	Ende (TT.MM.JJJJ)
Alle Partner	15.04.2005	15.04.2005
ABB		
AEG Haustechnik		
BALS		
bfe Oldenburg		

**Stichwortsuche**

93 Termine gefunden

1, 2, 3, 4



#### WB GT 20 870 Die wichtigsten VDE Bestimmungen in der Praxis

15.04.2005 bis 24.09.2005 - etz Stuttgart



#### Brennstoffzellen-Technologie

15.04.2005 - Bundestechnologiezentrum für Elektro- und Informationstechnik e. V.



#### WB IA 20 890 Prozessautomationstechniker (mit ELKOnet- Abschluss)

15.04.2005 bis 24.09.2005 - etz Stuttgart



#### Automatisieren mit Siemens SIMATIC S7 Strukturierter Text und Ablaufsprache nach IEC 61131-3 (vormals IEC 1131-3)

15.04.2005 - etz Stuttgart



#### VDE 0100-Heuerscheinungen bis 1000V/AC oder 1500V/DC.

15.04.2005 - etz Stuttgart

## Außerer und innerer Blitzschutz



**Datum:** 31.12.2005 - etz Stuttgart

Unterschiede zwischen den gültigen Vorschriften, Ermittlung der Schutzklassen, Blitzschutzkonzept, Konzeption der Fang- und Ableitungsanlage, Blitzschutzpotenzialausgleich, Erdungsanlage, Wartung und Prüfung

**Teilnehmer** 8 - 16

**Kurs-Nummer** 046250100etz

**Kurs-Gebühr** 675,00 €

**Kontaktperson** Dipl.-Ing. W. Wahl  
wahl@bzl-online.de

**Referent** Jörg Veit  
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70376 Stuttgart  
Telefon: 0711 9559160  
Fax: 0711 95591655  
schumacher@etz-stuttgart.de



etz Stuttgart



Referent: Jörg Veit

[← zurück](#)

### Weiterführende Links

[Zur Buchung des Seminars, hier klicken...](#)

### Zu diesem Eintrag gehören:

[Weiterführende Links](#)

### Neueste Einträge

**AufbauSeminar nach dem Unternehmermodell**  
[mehr](#)

**Visualisierung gebäudetechnischer Anlagen**  
[mehr](#)

**EIB-Grundlagen/Energiesparen mit Installations-Bus-Systemen**  
[mehr](#)

**Automatisieren mit Siemens SIMATIC S7 Grundlagen und Programmierung**  
[mehr](#)

**EIB-Professional-Kurs, Teil 1 Einstellungen und Wirkungen von Flags / Koppler in komplexen Anlagen / Verknüpfungen / Visualisierung**  
[mehr](#)

**EIB-Professional-Kurs, Teil 3 Technische Alarmer mit EIB / Zusatzwerkzeuge zur ETS 2**  
[mehr](#)

## VoltiSPOT: new topic

New VoltiSPOT mini site for February: "Das sichere Haus" (Home Security).

### VoltiSPOT - Das sichere Haus

Schon auf den Hund gekommen? Nur moderne Sicherheitstechnik bringt's!



Ob Einbruch, Brand oder Wasserschaden, ob Gastleck oder Lichtausfall.

Wieviele Gefahren lauern in einem Haus und welche Möglichkeiten gibt es diesen effektiv entgegenzuwirken?

In diesem VoltiSPOT "beleuchten" wir das Thema "Das sichere Haus" und geben Infos und News zu aktuellen Produkten unserer Hersteller. Diese können ein Haus in allen Bereichen sicherer machen und die Wohnqualität für den Menschen erhöhen.

#### Taugen Sie als Meisterdieb?

Beweisen Sie es in unserem VoltiSPOT Gewinnspiel "Einbruch in die VoltiVILLA"! Knacken Sie den Tresor und gewinnen Sie tolle Produkte moderner Sicherheitstechnik.



### Fachartikel Übersicht



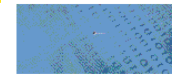
#### Fachartikel

[Sicherheit? – aber sicher! ...In der Nachbarschaft wurde mal wieder eingebrochen: Terrassentür aufgehebelt, Rahmen verzogen und durch Hebelwerkzeuge demoliert...](#)

[Sicherheit zuhause ...ein effektiver und wirtschaftlicher Einsatz von Systemen für die Gebäudesicherung für den Heimbereich gewinnt in Deutschland mehr und mehr an Bedeutung...](#)

[Einbruchmeldeanlagen nach DIN VDE 0833 ...ist es zwingend zu beachten, dass das Errichten einer Einbruchmeldeanlage nach VDE 0833 die Verwendung von Geräten voraussetzt, die](#)

### Expertenrat / Email-Hotline



[mehr...](#)

### Fachartikel / Grundlagen



[mehr...](#)

### Produkte & Produktnews



[mehr...](#)

### VoltiSPOT Gewinnspiel



[mehr...](#)

### Broschüren & Downloads



Included in the actual VoltiSPOT has been a highly sophisticated online game designed and realized only by the Voltimum team.

## Das VoltiSPOT Gewinnspiel "Einbruch in die VoltiVILLA"

Werden Sie zum Meisterdieb und  
knacken Sie den VoltiVILLA Tresor!

Gewinnen Sie tolle Preise:



Heimrauchmelder RMA 2.1 von ABB



Busch-Wächter® von Busch Jaeger Elektro GmbH



Treppenlichtzeitschalter Rex 800 von Legrand

und mehr...



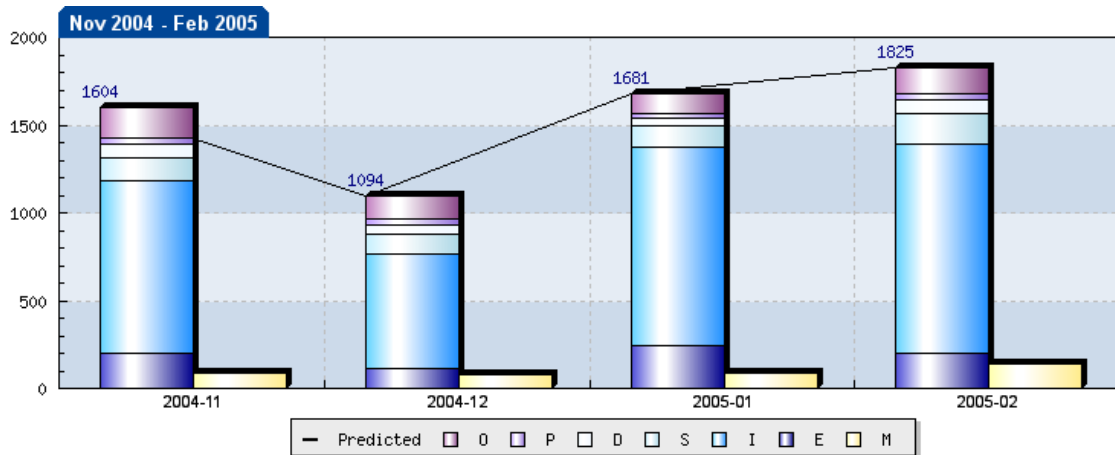
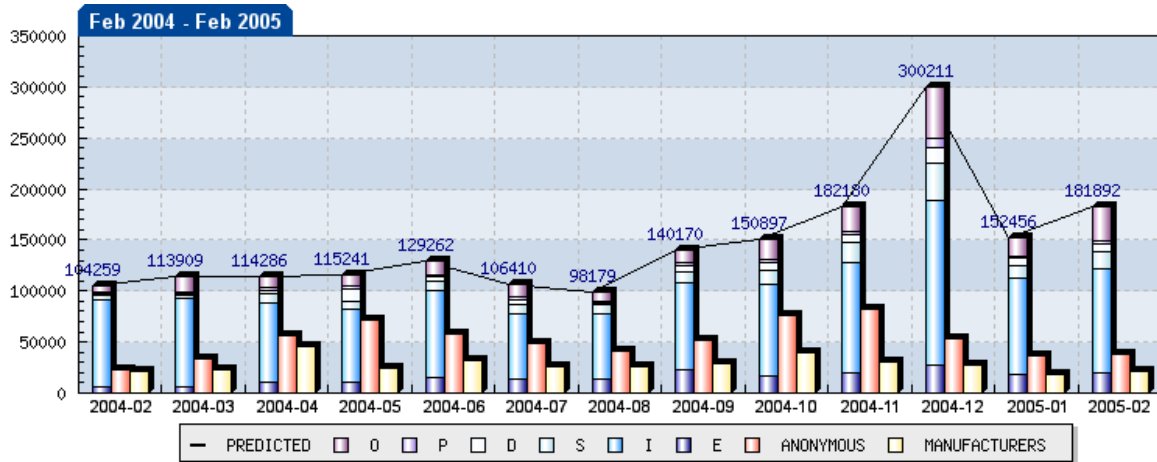
[Spiel starten](#)



The game leads users through 4 different game levels – the user has the challenge to break into the heavily protected “VoltiVILLA”. Only one distinct track lead to the treasure with the lottery prices. While choosing the wrong path the thief /user has to learn about the safety product, that has protected the house. The game has been the most successful (in terms of daily hits) of all online lotteries on Voltimum in Gemany so far.

## Traffic

Traffic resumed on the high level of November 2004.  
Weekly users still weak, though slowly increasing.





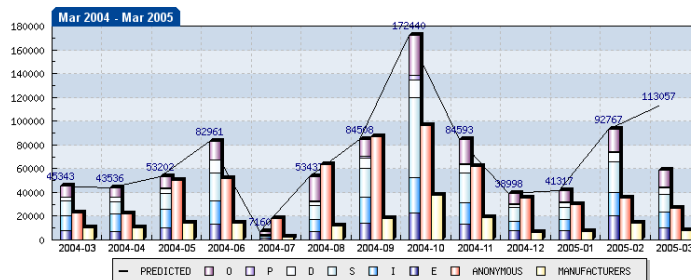
## Sweden

### Traffic



The Swedish working group celebrating us reaching an important goal

Voltimum has now passed an important goal in Sweden! After only two years, our newsletter passes the circulation of the magazine Elinstallatören. Elinstallatören, which has been around for decades has a circulation of 9 500 copies. Our last newsletter was sent out to 9 597 readers. This definitely puts us on the media map in the electric installation industry. No one can now hesitate to allocate marketing resources to take full advantage of this powerful media channel.



The traffic has also recovered after the Christmas dip.

### Revenue sources

#### **Banners**

We have a new banner partner in Sweden. The software company Cadcom makes software for specifiers in the electric installation industry. Since Voltimum have a very high penetration in the Swedish specifier population, banner advertising in Voltimum is a cost effective way for them to reach their target audience.



#### **Human resource service**

We also have a new HR partner in Sweden. The installer Browik now uses our recruitment adverts to find new talents. This service has the potential to be really profitable in the future, since the installers are predicted to have a hard time to find skilled staff in a couple of years.

## News agency service

We are proud to announce that Voltimum Sweden now have sold our very good news agency service to Sonepar. Our industry news are displayed on their front page and also in a special news section. This is a fantastic opportunity for our partners to build strengthen their brands by producing lots of industry news, like success stories etc. The deal also gives Voltimum some nice revenue.



Swedish Sonepar website

## Marketing

### Leaf letter

Philips put a leaf letter about the newsletter in their new price list. On the front side we displayed a sample newsletter and on the backside there was a registration form for faxing back and information about how to register online.





## **PR**

We have distributed a press release about our increased cooperation with Sonepar to the industry media. We also placed a new article written by our new expert panel for safety and standards in the magazine Elektrikern.

## **Elfack fair**

The preparations for the important Elfack fair take a lot of our attention right now. We get a fantastic support from our partners, so we are confident that this fair will be the same demonstration of power as the last fair. We also have a good plan for registrations and gold membership sales.

## **Newsletters**

We sent three newsletters in February and we will send three in March. The last newsletter in March will be a theme newsletter about intelligent buildings. Our partners will all produce some really valuable content on the theme so we hope to get a nice effect on the traffic.

## **Meetings**

We had a working group meeting where we presented the marketing plan and the content calendar for 2005. The fact that our newsletter VoltiNEWS now has a higher circulation than the magazine Elinstallatören will make it easier for our partner to give priority to the work that it takes to take place on the arena Voltimum. The content calendar is a valuable tool to help our partners marketing staff to find creative ways to display their brands to our important audience.

# Spain

## Results. February 05

We had total qualified pages views January 05' Voltimum Spain: **383,325** pages (without counting pages viewed by anonymous neither manufacturers) counting anonymous: **525,839** pages.

### Number of New Registrations by Month

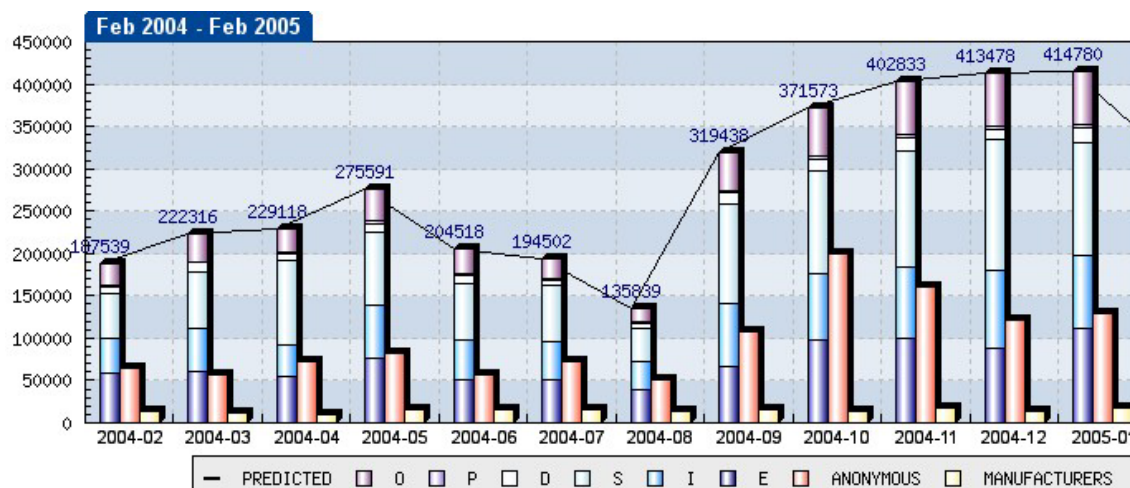
New registrations per month in February 05': 823 (Target group)  
Total n° of registered users: 25,684 (target group)

### Number of Recurrent and loyal users by Month

Total recurrent users February 05' Voltimum Spain: 9,132 (targeted users)  
Loyal users: 14,478 (targeted users)

### Number of Subscribers

We have today 260 subscribers.



## Marketing & Communication

Main Marketing Actions:

- Article in Pirelli Club magazine.
- Article about our New Services in Distrelec. News release about Voltimum and about the Geneva meeting.
- Article published in top construction (Arte y Cemento) magazine with no cost.
- Installers Federation of Valencia (Aselec) sent info about Subscriptions discounts in Voltimum
- TeleMKT promoting Yellow Pages, subscriptions, and seminars

## Content

- [Voltilink. Adibank](#)

ADIME (Spanish Wholesalers Association) is creating a catalogue through his global tariff called Adibank. Today only 2 brands have product information on Adibank.

We are dealing with ADIME to provide them with Voltilink.

We are still in first steps of negotiation where we are setting the frame of negotiation.

- [Project Installation Report](#)

We made an agreement with OTILEC with 3 possibilities:

1. Sell together projects Installation
2. Sell their CD on line through Voltimum
3. Build together new on line software to produce Projects Installation

In all actions we get 50% of sales as wholesalers with exclusivity in Spain.

## **Seminars REBT 05'**

75 professionals in Sevilla attended our Seminars about REBT in March.

We have launched new seminars in the beginning of January. The program until April is:

Inscripción	Inscripción online	Enviar a un amigo	Temario
<b>Barcelona</b> REBT Locales Pública Concurrencia 4 Febrero (15:30 - 20:00)  REBT en Garajes 17 Febrero (9:00 - 13:30)  REBT en Industrias 17 Febrero (15:30 - 20:00) 18 Febrero (9:00 - 20:00)  <b>Edificio EADA</b> Aragón, 204	<b>Madrid</b> REBT Locales Pública Concurrencia 9 Febrero (15:30 - 20:00)  REBT en Industrias 10 Febrero (9:00-13:30/15:30-20:00) 11 Febrero (9:00 - 13:30)  REBT en Garajes 11 Febrero (15:30 - 20:00)  <b>Centro Empresarial El Coloso</b> Leganitos, 15- 17	<b>Sevilla</b> REBT Locales Pública Concurrencia 15 Marzo (15:30 - 20:00)  REBT en Industrias 16 Marzo (9:00-13:30/15:30-20:00) 17 Marzo (9:00 - 13:30)  REBT en Garajes 17 Marzo (15:30 - 20:00)  <b>Hotel Al-Andalus Palace</b> Avenida de la Palmera, s/n	
<b>Bilbao</b> REBT Locales Pública Concurrencia 6 Abril (15:30 - 20:00)  REBT en Industrias 7 Abril (9:00-13:30/15:30-20:00) 8 Abril (9:00 - 13:30)  REBT en Garajes 8 Abril (15:30 - 20:00)  <b>Hotel Barceló Nervión</b> Paseo del Campo de Volantín, 11	<b>Valencia</b> REBT Locales Pública Concurrencia 12 Abril (15:30 - 20:00)  REBT en Industrias 13 Abril (9:00-13:30/15:30-20:00) 14 Abril (9:00 - 13:30)  REBT en Garajes 14 Abril (15:30 - 20:00)  <b>ADEIT</b> Plaza Virgen de la Paz, 3	<b>Santiago de Compostela</b> REBT en Industrias 27 Abril (9:00-13:30/15:30-20:00) 28 Abril (9:00 - 13:30)  REBT en Garajes 28 Abril (15:30 - 20:00)  REBT Locales Pública Concurrencia 29 Abril (9:00 - 13:30)  <b>Centro Empresarial Compostela</b> Fernando III "el Santo", 32 bajo	