

takeMS and ICEcat co-operate in providing free product info to the channel

takeMS joins OpenICEcat to provide their channel partners in Europe with free multilingual product information. With this move takeMS intends to improve its visibility in the channel of its memory products.

Sept. 1, 2008 - [PRLog](#) -- Utrecht (NL), Breisach (DE): takeMS joins OpenICEcat to provide their channel partners in Europe with free multilingual product information. With this move takeMS intends to improve its visibility in the channel of its memory products (like DDR memory, hard disk drives, flash memory, and MP3 players). ICEcat's editors take care of producing data-sheets and product relations between takeMS products.

“Online shops not only want images and specs of a product, but also want to provide their customers with advises on alternatives or extra options.”, says Mr. Martijn Hoogeveen, CEO of ICEcat.

Edmund Dägele, President & CEO, expects “the worldwide and free online product catalog ICEcat to be an effective platform for resellers and end-users alike, to find the needed product information easily. The clear layout makes it easy to search for the desired items. We are convinced that this concept will give positive results and look forward to the co-operation”.

Based on the experiences with the other 144 sponsoring brands in free Open ICEcat, the expectation is that the visibility of takeMS in the channel with at least double in the coming months. Currently there are on an annual basis almost 280.000 requests for takeMS product information from the 1000s of ICEcat users. It would mean that this number is expected to grow to at least half a million annual product requests.

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About takeMS:

takeMS international AG is one of the leading manufacturers of memory products world-wide. In more than 50 countries the name takeMS stands for highest quality standards and a convincing price performance ratio. takeMS has settled the demanding German quality guidelines as its standard.

About ICEcat:

ICEcat.biz has developed rapidly from its Dutch-Ukrainian base, into multilingual worldwide ICEcat in 20 world languages, with now half a million data-sheets from almost 3000 manufacturers. The free OpenICEcat catalog was launched in December, 2005 with 18 manufacturers. This number has grown to almost 145 now. The main motivation of manufacturers and the channel to join this concept is to drive channel costs down, and to improve the standardization and quality of product content in the channel. ICEcat.biz is providing product content in XML format or via web links. There are now more than 3700 registered users: webshops, comparison sites and ERP systems.

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