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**REDtechnology delivers web technology to Bridisco, rapidly and efficiently**  
*~ Major distributor benefits from cost effective, robust and reliable solution ~*

Bridisco, the UK's largest independent electrical distributor which includes the leading Micromark brand, has selected REDtechnology.com, an Oxford-based Internet specialist, over its incumbent supplier to provide a dedicated hosting solution for the group.

Founded in 1961, Bridisco has sales revenues of £140 million, a nationwide network of 28 distribution centres in the UK and, through its Export Division, it supplies goods throughout Europe, Africa, Asia, Australia and the USA. In 1985, it introduced its own brand, Micromark, focused on an extensive range of lighting, security products and small appliances. Powerlectrick was launched in 1993 offering good quality electrical products at low cost.

The group recognised that an effective web strategy would be central to its continued success and increasing global presence. It commissioned REDtechnology to undertake a comprehensive re-evaluation of its internet services, including a redesign of existing software systems combined with a need for the new system to be up and running within a very short timeframe without any interruption to business continuity.

Curtel Fraser, information technology director at Bridisco, explained: "As a retailer and distributor, the Internet creates tremendous business opportunities for us. Reliability, security and accessibility are of paramount importance in ensuring our corporate objectives are achieved and customer needs are met, effectively and efficiently. In selecting REDtechnology, we found not only a high level of technical expertise, but also we benefited from working with a team that understands our commercial objectives."

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**Note to editors:**

Founded as a graphic design business in 1998, REDtechnology.com has a broad value proposition to meet the changing needs of customers in today's increasingly web-enabled world.

It specialises in the provision of enterprise class Internet technologies including website design, hosting and maintenance, content, marketing and document management and ecommerce systems.

RED's strengths lie in its creative approach to a customer's brand requirements and the need to maximise commercial and efficiency opportunities. The specialist team provides a range of support and consultancy services to ensure that the systems grow in step with a customer's changing strategic needs.

REDtechnology.com is a subsidiary of the Systems Union Group plc, which is quoted on the London Stock Exchange, and has some 300 customers across a diverse range of vertical and horizontal markets including the retail, publishing, media and technology sectors.

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