



Leading Search Engine and Directory for the Engineering and Manufacturing Industries

INTRODUCTION

INTRODUCTION

www.engnet.co.uk

www.engnet.co.uk

SCOPE

We incorporate all engineering industries, related products and services:

- **Products:** From nuts and bolts to suppliers of mining trucks and cranes everything engineering.
- Services: From small consulting engineers to project houses that produce multi-billion dollar facilities.
- Engineering Disciplines: Building & Civil, Chemical, Electrical, Electronic, Instrumentation & Control, Mechanical and many more.
- Industries: Architectural, Communications, Food & Beverage, Manufacturing, Marine, Materials Handling, Metals, Steel & Metalworking, Mining, Petrochemical, Power Transmission, Rubber & Plastics, Warehousing & Storage, Water Treatment, Pulp & Paper and many more.

STRENGTHS

$\texttt{ENGNET}^{\circledast}$ has some important strengths over competing companies, namely:

- Experienced engineers have developed **ENGNET**[®].
- **ENGNET**[®] developers have extensive internet, programming, engineering and database experience, applying the relevant skills needed to suit the engineering industry.
- Constant feedback from users enables us to develop the needs and requirements of the industry on an on-going basis.
- Strong user base and extensive worldwide coverage.
- Marketing that delivers results and keeps YOU ahead of the market.

AUDIENCE (USERS)

Users that utilise **ENGNET**[®] are individuals involved within the Engineering Industry, namely:

- Technical buyers.
- Engineers/technical designers/draughtsmen.
- Companies looking for strategic alliances and international agencies.
- Importers/exporters for the engineering market.
- Engineering companies sourcing raw material suppliers.









ENGNET[®] is a leading global Engineering Directory and Search Engine

for the engineering and manufacturing industry.

Expose your company to the thousands of engineering visitors that frequent ENGNET[®] every month.

- 46,500 brand name products.
- 35,000 product and service listings.
- 18,000 engineering companies.
- Engineering directory and search engine.
- Quick and easy user interface.
- Great major search engine placements.
- Receive accurate enquiries.
- Eliminate irrelevant enquiries.
- Keyword research report.
- **ENGNET**[®] uses advanced statistics software to accurately measure the performance delivered to you.
- Every month thousands of engineering visitors are actively searching to find products and services through
 ENGNET[®]. By helping these buyers find your products and/or services easily, your company will receive more accurate enguiries and orders.

BENEFITS

- Targets the global engineering audience.
- Provides an accurate enquiry system.
- Provides a measurable response.
- Creates major search engine placements.
- Ensures quick and easy user interface.



ENGNET ENGINEERING NETWORK

GOALS

- To assist engineers and technical buyers in effectively communicating with suppliers.
- Provide effective marketing for companies within the engineering and manufacturing industries.
- Encompass all engineering related industries and the products and services therein.
- To be the leading global online engineering and manufacturing directory and resource.

PRODUCTS & SERVICES

PRODUCTS & SERVICES

www.engnet.co.uk

www.engnet.co.uk

ENGNET® helps many companies within the engineering industry to increase sales from buyers looking for their products & services, and we believe that we can help your company too.

ENGNET[®] specialises in the promotion of companies within the engineering industry. From our experience we have built up a range of proven methods that will take your company to a position to receive relevant enquiries and sales for your products and services.

One of the secrets we have discovered when increasing sales, is that it is infinitely easier to sell to buyers who are actively looking for your products, rather than you approaching them, making the initial contact and then trying to sell to them. We have found various ways to bring buyers to you when they need your products. We do this by utilising various online marketing methods, designed to direct buyers who are actively looking for your products to you.

'WE WANT TO HELP YOU SELL TO BUYERS, WHO ARE ACTIVELY LOOKING FOR YOUR PRODUCTS'

AdvertisingOptions

Page 5-9 : ENGNET® Bundles

Summary:

 A directory listing that has been developed over the past 12 years to increase sales for companies, by targeting very specific keywords that bring relevant buyers to your company.

Benefits:

- Buyers who are actively looking for your products and services.
- Receive relevant enquiries.
- Proven ROI.

* All prices exclude VAT

From £135

Page 10 : ENGNET[®] Product News

Summary:

 Publish your new product news on ENGNET[®] to our established audience.

Benefits:

- Keeps industrial buyers and engineers informed of your new products.
- Provides new products exposure to the right target market.
- Increases website traffic.

From £12.95

Page 11 : ENGNET[®] Banner Ads / Buttons / Skyscrapers

Summary:

- Accurate and targeted advertising for the engineering and manufacturing industry.
- Increase website traffic.

Benefits:

- Builds brand awareness.
- Improve chances of users selecting your products over other listed companies.

From £20

DesignOptions

Page 15-16 : ENGNET® Website & Graphic Design

Summary:

- Do you receive enough sales / orders / enquiries from your website?
- We help many companies within the engineering industry to increase sales through their websites.
- Let our design team analyse your website to see how we can improve your website and its results.

Benefits:

• Allow our experience in website design to increase sales opportunities, thereby maximising your bottom line.

From £500

Page 13-14 : ENGNET® Branded Units Converter

Summary:

• Marketing your customers will thank you for. Give your customers something useful to use and your company will be advertised every time they use it.

Benefits:

- Builds brand and product awareness.
- Constantly reminds your customers of your company's products and services, through our company sponsored Units Converter.

From £479.95

SoftwareOptions

Page 12 : S.POD

Online Sales Management System

Summary:

- An easy to use internet based Sales System, designed for the sales manager and sales team to manage business and clients.
- Automatically generates useful management reports.

Benefits:

- Available anytime and anywhere.
- Easy for the sales person to manage their contacts.
- Easy management of your sales force.
- Real time data.
- No software required only an internet browser.
- No contracts.

From £35

* All prices exclude VAT

BUNDLE OPTIONS & COMPARISONS

BUNDLE OPTIONS & COMPARISONS



www.engnet.co.za • www.engnetglobal.com • www.engnet.us

PLATINUM 155 ELITE BUNDLE EXAMPLE

www.engnet.co.uk

www.engnet.co.uk



"SELL TO BUYERS WHO ARE ACTIVELY LOOKING FOR PRODUCTS AND SERVICES."

"DRIVE MORE BUYERS TO YOUR BUSINESS FROM PEOPLE LOOKING FOR YOUR PRODUCTS AND SERVICES."

The ENGNET[®] Platinum 155 Bundle is a directory listing that has been developed over the past 12 years to increase sales for companies. By using very specific keywords, we introduce very specific buyers to your company.

With the Platinum 155 Bundle we can present your company to our existing monthly buyers. We have numerous companies who have been advertising with us for over 12 years. Our customers continue to be satisfied with the enquiries that are generated for them by the ENGNET® Search Engine.

Our Bundles are also duplicated in the search engines, bringing you additional visitors for targeted key phrases. We have 7 standard options for you to choose from. Please see page 5 and 6 for details.



BASIC FEATURES:

Profile Page:

- 5000 character profile.
- Company logo.
- Picture of company products/services.

Products/Services Page:

- List of up to 155 products and services.
- 5 product images with titles, descriptions and website links.

Brand Name Page

- List of up to 155 brand name products.
- Same pictures from Products Page. Contacts Page:
- Full contact details.
- Multiple website links.
- Branch Details (full contact info).
- Key Personnel.

BENEFITS:

- Provides accurate enquiries.
- Sells to people who are actively looking for your products.
- A keyword research report.
- Provides great major search engine placements.
- Proven return on Investment (ROI).
- Gives detailed monthly statistics.
- Eliminates irrelevant enquiries.
- Produces high visibility through pictures and logos.
- Provides multiple website and email links.
- Each listing optimised for great results.

See pages 5 and 6 for options

* All prices exclude VAT

TIERS AND PLACEMENTS

PRODUCT NEWS

www.engnet.co.uk

www.engnet.co.uk

The **ENGNET**[®] search results are classified according to certain criteria and algorithms. However, to offer exclusivity to companies wanting to secure a position in the results for specific search terms, we have introduced the **Tier** structure. The **Tier** structure allows you to select certain products that you would like displayed at a certain level. The **Tiers** available to you are dependent on the Bundle selected.

TIER I POSITIONS Only one slot is available on a search result page. 5 and 6. • This is the top position and once secured is exclusive for that Reserved for Platinum Bundles lends: 420 companies found for heat exchanger 2 2 4 1 1 her The Balling Neuro Reserved - * Constraint - * Statistics - * Reserved - * Reserved - * Constraint - Constraint Re- Company Logo. Short descripton. • Product Image BECKHOFF Status Beckheff Automation (Pty) Ltd New Automation Technology for Industrial Carinel Resident TIER II POSITIONS Hatches Product or Muscline Control Replaces Products & Devoluti J Brand name Products • Only three slots are available on BARTEC Infilm a search result page. Barber This secures position 2 to 4 on a BAR15C bouth Africa, is a wholly owned autositiany of SAR15C Genter of Germany and gestations in the design, confidentian, manufacture and supply of electroial and electron equipment for use in respective Areas applicable to the ATOX directive 94/9/00. search results page and allows fatches Product in Figur Heating Californi for up to 3 companies. Products & Services | Briefd name Product Reserved for Platinum and Gold Un Pawer Electronics (Pty) Ltd. Bundles only. Design, MeruPedure & Dervice of Industries Partnesses Company Logo. Hatches Product in Induction Intelling Products & Records | Brand niets Products Short descripton. ·----427 (ELC) 766-bits The Intel the Company 03 Engineering Solutions TIER III POSITIONS fatches Congeny Name on 03 Engineering Saturtions • The slots available are unlimited Products & Denniasi | Brand Harve Product W was change +27 (72) states E Inal He Conun on a search result page. Te/s. Theread Engineering Corporation This secures position 5 onwards. Reserved for Platinum. Gold and Silver Bundles only. Louvening Achemistral Febractory Metal Co. Ltd Short descripton. Asia Comfort Appliances Group Limited gshan Asia Sun Electrical Appliance Co.,Ltd TIER IV POSITIONS

- The slots available are unlimited on a search result page.
- This secures the positions after Tier III's onwards. Reserved for Platinum, Gold.

company.

only.

Silver & Bronze Bundles only. Short descripton.

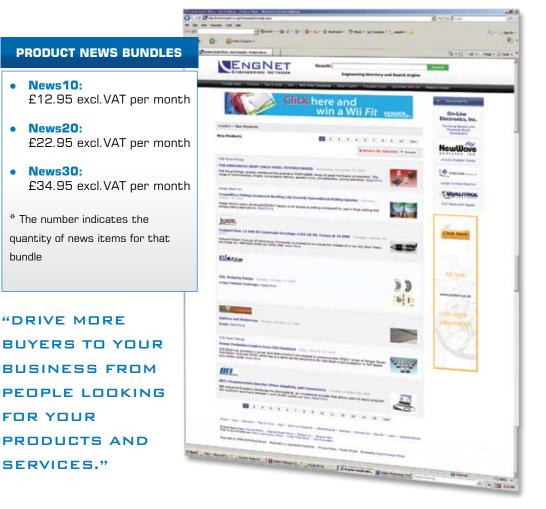
The quantity and type of Tiers available to a specific bundle is detailed on pages

www.becifialf.co.as 🚺 +27 (011) 792 2274 🔄 Ered the Congeny

+07 (31) 872 3018 Enal the Corpely 👩

"KEEP BUYERS INFORMED YOUR NEW PRODUCTS"

Highlight your products: Do you have a new product to launch or have an existing product that you want to promote? Your products can be displayed in our Product News section on ENGNET®'s home page and in the Product News section. Our Gold and Platinum Bundles include product news, alternatively, you can subscribe to a Product News Bundle.



* All prices exclude VAT

www.engnet.co.za • www.engnetglobal.com • www.engnet.us 1 n

BANNERS / BUTTONS / SKYSCRAPERS

SALES SYSTEM

www.engnet.co.uk

"SELL TO BUYERS WHO ARE ACTIVELY LOOKING FOR YOUR PRODUCTS AND SERVICES."

Place your company advert on a specific page, on a specific set of products or services, or across the entire site. Your company will receive maximum exposure to the best possible target market.

ADVERT PLACEMENTS BY CATEGORY:

Your banner is placed on specific selected categories, relevant to your business.

BENEFITS:

- Increases broad product awareness.
- Increases brand awareness.
- Advertises your products to your targeted audience.
- Captures the attention of engineers with products they need.
- Stays in users minds, which generates enquiries.
- Creates website awareness in engineers who are searching for your products / services.
- Provides a website boost through direct access to your products / services information.
- Reaches the entire Engineering Industry.
- Provides targeted advertising.
- Produces relevant enquiries.

BANNER ADS: • 728 x 90 pixels • Max Size : 15kBvtes Static, Animated, DHTML or Flash £7 CPM ENGNET SKYSCRAPER ADS: Rectore Anope • 160 x 600 pixels • Max Size : 30kBvtes • Static. Animated. DHTML or Flash £8 CPM **BUTTON ADS:** • 160 x 160 pixels owner (Descard or Property) • Max Size : 10kBytes Static, Animated, DHTML or Flash £4 CPM



MANAGEMENT

ONLINE SALES

SYSTEM

S.POD is an easy to use Online Sales Management System. To use the Sales System simply register. This will allow you 30 days use, free of charge, to take it for a test drive. At the end of your trial, you can decide if you would like to sign up.

BENEFITS

The sales system can be accessed anywhere and anytime. Designed for the sales person to easily manage sales and the sales manager to easily manage their sales team.

s.pod

www.spod.co.za

HOW IT WORKS

www.engnet.co.uk

Based on the "keep it simple" philosophy, the sales system is designed to be accessed and used without needing any special software, complicated setup or training to use.

BENEFITS:

COST OF S.POD:

The S.POD costing is based on a monthly cost per User (Sales Person), setup on the system by the Administrator. You are assigned an administrative login on initial registration. This administrative login is used to add or delete users and therefore vou control the cost.

- Cost is exclusive of VAT.
- There are no contracts. To stop charges, simply delete users via your administrative login.
- Charges are processed via credit card. Your credit card details will be requested once your 30 day trial has expired and you decide to sign up.

Available anytime and anywhere.

- No software required only an internet browser.
- No contracts.
- Provides real time data.
- Allows remote operation of sales staff.
- Allows management of remote sales staff.
- Gives you the opportunity to manage the subscription cost.
- Updates made available immediately.
- Allows you to measure your sales staff performance and progress.

From £35 per month per user (sales person)

* All prices exclude VAT

TO REGISTER VISIT WWW.SPOD.CO.ZA

* All prices exclude VAT

www.engnet.co.za • www.engnetglobal.com • www.engnet.us 12

1 1 www.engnet.co.za • www.engnetglobal.com • www.engnet.us

BRANDED UNITS CONVERTER

BRANDED UNITS CONVERTER

www.engnet.co.uk

www.engnet.co.uk

Place your company advert on the **ENGNET® Units Converter** and benefit every time your customers use it. "This is marketing they'll thank you for."

"MARKETING THEY'LL THANK YOU FOR."

SASIC BRANDED CONVERTER:

- Company name on standard converter.
- ENGNET[®] logo & tabs remain.

£479.95





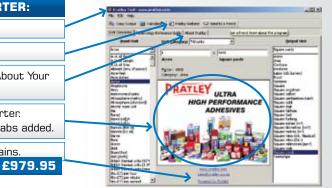
£779.9

FULLY BRANDED CONVERTER: Your Company Name. Button to your website About ENGNET® replaced with 'About Your Company'.

- Company name on standard converter.
- ENGNET® tabs removed & your tabs added.
- No ENGNET[®] logo only link remains.

* All prices exclude VAT

	Post to a	and Cologiege Provide	2	(pages law)
	A780 2	6		- Pase with
-	A A A D IS A A A A A A A A A A A A A A A A A A	Aliver Fighty: olid) Californy: Alite	Squar pada	Arm Containe Containe Marc (10) (arms) Adar (10) (arms)
	Angenering Angen Angeneringen aller Angeneringen aller Angeneringen aller Ministeren aller aller Ministeren aller		and a line	Distant angelese Distant angelese Distant antidate Distant antidate Distant and Distant and Distant and
	Dear Rescalation R		n	Date the Run Lyng Date the (r) Date that (r) Date that (r) Date that (r) Date that (r) Date that (r)
	Arr scrap ber scrap Best Terrar orts (114 Best Terrar orts (124 Best Terrar orts (124 Best Terrar bert Best Terrar bert Best Terrar bert		IGNET	Annual and Annual Annua



BRANDING OPTIONS:			
	Basic	Co- Branded	Fully Branded
Your company advert placed on ENGNET® Tools (250 x 200 pixels).	\checkmark	\checkmark	\checkmark
Website Button linked to your website.		\checkmark	\checkmark
Company Info Tab with a page of info on your company.		\checkmark	\checkmark
Send to Friend Button.		\checkmark	\checkmark
ENGNET [®] Logo Removed.			\checkmark
ENGNET [®] Tools renamed to 'Your Company Tools'.			\checkmark
All ENGNET [®] branding removed. (Powered by ENGNET [®] remains).			\checkmark
	£479.95	£779.95	£979.95

* All prices exclude VAT

BASIC FEATURES:

- 12,716 conversion between 446 engineering units.
- 320 engineering definitions.
- All on your desktop.
- Easy access to a calculator.
- Add custom conversions.
- Copy output to your favourite application.
- Constantly updated.

"KEEPS YOU IN REGULAR CONTACT WITH YOUR CLIENTS"

BENEFITS:

Increases Product Awareness:

- 5 pictures rotated with titles.
- Captures engineer's attention.
- Stays in users minds receive enquiries.

Provides Useful Marketing:

- Give your customers something they can use.
- When they use it, your company is being advertised.

Creates Website Awareness:

- Customers can download the converter from your website.
- Creates website awareness.
- Builds an email database.

Website Boost:

- A link from the converter to your website.
- Gives direct access to your product information.

13 www.engnet.co.za • www.engnetglobal.com • www.engnet.us

WEBSITES & GRAPHIC DESIGN

SEARCH ENGINE OPTIMISATION

www.engnet.co.uk

www.engnet.co.uk

DO YOU RECEIVE REGULAR ENQUIRIES AND SALES THROUGH YOUR WEBSITE?

The **ENGNET**[®] Design Group has over 12 years of experience in websites and related online marketing, offering everything from design and optimisation to hosting and pay per click campaigns. We prefer to partner with our clients to ensure long term sustainable benefit. To discuss your specific needs, please feel free to contact one of our sales consultants.

OUR SERVICES INCLUDE:

- Search Engine Optimisation (SEO).
- Website Design.
- Content Managed System (CMS).
- Template Websites.
- Application or System Websites.
- Pay Per Click advertisements (PPC).
- E-commerce Websites.
- Database Websites.
- Hosting (locally and globally).
- Domain Registration (co.za and others worldwide).
- Website Statistics Software and Monitoring.
- Graphic Design.
- Logo Design.

Benefits:

- Extensive online promotional expertise.
- Benefit from our experience that brings thousands of visitors to ENGNET[®] every day.
- Enjoy tried and tested methods to receive maximum benefits from your website.
- Proven track record.

Contact us for prices

For more information please visit http://design.engnetglobal.com/ or go to www.engnet.co.za and click 'website design'.



WEBSITE OPTIMISATION

Search Engine Optimisation (SEO) is an effective and economical way to present your company via your website to millions of internet users. ENGNET® has been involved in SEO since it started with the launch of Google in 1998. Our approach has always been 'best practice' giving sustainable and long term results. We keep abreast of all the latest search engine developments and then make sure we apply what will genuinely assist the search engines to correctly and accurately index your website for your products and services. We do not follow fads, gimmicks and tricks, as these gains are short lived and often catastrophic to your website in the long term.

A search engine's job is to return the most relevant result to your search. This is done by indexing billions of internet pages and then through a complex algorithm, matching content as close as possible to your search criteria. The following tips will assist the search engines finding you:

ITEMS NEEDED FOR BETTER SEARCH ENGINE POSITIONS:

- Keywords and Search Phrases (related around your target market).
- Website Structure and Navigation.
- Content.
- Links to your website (inbound links: the more relevant to your business the better. Links is what establishes your page ranking. You can often obtain these from principles, associates, suppliers, online advertising, etc).
- Statistics.
- Website Format.

New domain names (the age and history of a website has become year)

THINGS TO AVOID:

- history of a website has become very important).
- Framed websites.
- Flash only websites.
- Javascript menus.
- Dynamic pages.
- Duplicate content.
- Hidden text.
- Bad links.
- Unreliable or slow website hosting.

* All prices exclude VAT



15 www.engnet.co.za • www.engnetglobal.com • www.engnet.us www.engnet.co.za • www.engnetglobal.com • www.engnet.us 16

TESTIMONIALS

TESTIMONIALS

www.engnet.co.uk

Bob Dodson, Cimtec

CIMTEC

"It took about a month to redesign and restructure my website, and within a month of uploading the new website we started seeing excellent results in the search engines. Before uploading the new website, **ENGNET®** insisted on installing web statistics so we could monitor the effect changes he was making. of the Before his changes we recorded about 2,000 to 3,000 pages viewed in a month, and most traffic was from Pay-Per-Click advertising. After the changes had been implemented in August we recorded 5,355 pages viewed; in September we recorded 5,353 pages viewed, in October it showed 13,393 page viewed. We had seen a four fold increase in just three months, and I was ecstatic. Not only had traffic increased but also my Internet sales had more than doubled after ENGNET®'S specialized knowledge of Internet marketing had transformed my business."

Mike Imrie, MICAT



"As a small business I could never have imagined the impact an ENGNET® Directory Listing would have on my company. Within the first week of the listing going live, I had a number of significant inquiries, one of which led to a significant export order for Micat, to Mumbai in India. After the first month, I was even more overwhelmed by the continued increasing response and realised I would need to employ another person to help cope with the increasing sales."

H. Bruce Kepley, Comer Industries

C comer industries

Finding cost effective quality leads has always been a challenge for any company. When first approached by ENGNET® we were skeptical because they were an unknown so therefore we were concerned about their knowledge of our industry. After meeting with Michael Cooney, the owner/founder of the company and an engineer himself, we were impressed with his knowledge and grasp of electronic marketing, including:

- ENGNET[®]'s knowledge of our industrial products industry;
- The time spent to understand our company and the initiative illustrated to determine our products and our business model;
- Once contracted, the small amount of time I had to spend because of their expertise in showcasing our company, products and services;
- Their low cost for quality leads.

We have recommended ENGNET® to other major players in our industry with **ENGNET**[®] performing for them on a high level as well, to the point of redesigning their websites and electronic media. We can say that ENGNET® is a well informed, highly skilled, marketing savvy on-line marketing directory. We highly recommend them for their website design/optimization skills, having delivered for us through their creativity and global market knowledge. Since Comer Industries and one of our satellite companies Vimi Fasteners joined ENGNET® in early 2007, have found that ENGNET® we has given us greater search engine positioning for many of our key search terms and phrases, with our listing quality of generating a higher lead than we've had with several of the other search directories.

www.engnet.co.uk

📕 Warren Mosavel, W.A.C.



"I am sending you this email to congratulate you on an excellent service you guys provide, we have had a truly overwhelming

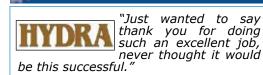
response to our products since we signed up with ENGNET[®]. We have only been with you for a short period (2 months) and already we have established new recurring customers as well as a whole lot of once off purchases."

Christine Lampret, Atelier S.A.



"Since subscribing to your service we have had unparalleled responses and enquiries regarding the products and services we offer to industry. Not only have we managed to grow our customer base in South Africa but we have also; with the help of ENGNET® and the broader exposure been able to expand our customer base into Africa and have even been surprised to get enquiries from as far a field as Australia, UAE, Saudi Arabia and the United Kingdom."

🜈 Mike Jessop, Hydra Marine 🗌



Conrad Muller, Beckhoff Automation

BECKHOFF

"ENGNET® has delivered relevant sales leads through our companies pages on their site. We are very pleased with their performance, and ability to update new information rapidly."

Hennie de Beer, Aisel Systems



Ek moet sê ENGNET® het ons almalbeïndruk. Ek het vanoggend die log ontvang vanaf ENGNET® en dit lyk nie sleg nie. Die meeste van die navrae wat ons gekry het, is opgevolg en lyk nogal

belowend.

YOUR COMMENTS:

"Simple and easy to understand... Very useful site. I use it regularly" - Barton Firtop Engineering Co Ltd

"Very good category selection" - Arun Electronics Ltd

"Much easier to use than other directories" - Frank W. Murphy Ltd

"Very easy to use search, quick and very good"

- Invensys Brook Crompton

"A good site that is quick to use and very well designed!! " - Sametco (Ptv) Ltd

"Very comprehensive site - lot of work has gone into it. Well done" - H & J Automation

ContactUs

UNITED KINGDOM :

Tel: +44 (0)1904 479 530 Fax: +44 (0)1904 479 538 Email: sales@engnetglobal.com

30 Rainsborough Way, Clifton, York, Y0306QB, North Yorkshire Tel: +44 (0)1904 479 530 Fax: +44 (0)1904 479 538

SOUTH AFRICA :

Tel: 011 792 1311 Fax: 011 791 7816 Email: sales@engnetglobal.com

Office 43C, Boskruin Village Shopping Centre, Cnr Hawken & President Fouche Roads Boskruin, 2194

USA:

Toll Free: 1 888 793 4394

Tel: 1 704 541 3311 Fax: 1 704 943 0560 Email: sales@engnetglobal.com

11121 Carmel Commons Blvd. Carmel Park II, Suite 405, Charlotte NC, 28226