Electronics web platform fully operational

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Acal plc

Electronics web platform fully operational in all its European markets

Acal plc (LSE: ACL) announces that its new Electronics website is now live and fully operational in all eleven of its European markets.

The website was launched in the UK in January 2013 and progressively launched across its other European markets throughout March, April and May.

The new website enhances the communication of product and custom services on offer from Acal BFi, providing much greater visibility to customers. Product data has been optimised for visibility in search engines.

Early results are encouraging, already bringing new customers and enquiries.

Access is provided by local language enabled websites in each of the European countries which Acal BFi operates in. For access to the UK website, please go to http://www.acalbfi.com/uk/

Nick Jefferies, Group Chief Executive, commented:

"This is a major step for us in enhancing our communication of services and products to customers. Through this, we expect to build our brand awareness amongst our target customers and grow our customer base."

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Notes to Editors:

About Acal plc
Acal is a European leader in advanced technology solutions, providing marketing, engineering, design, manufacturing and other services through two divisions: Specialist Electronics and Supply Chain.

The Electronics division is a leading European specialist electronics supplier and the only such provider with an infrastructure to deliver a broad complementary range of specialist products and bespoke solutions across Europe. The Electronics division has completed five acquisitions in the last four years, more than doubling its underlying Electronics revenues. Acal's long term strategy is to gain significant additional market share through both organic growth and acquisition and to further enhance its value adding capabilities. The Supply Chain division provides inventory optimisation and outsource solutions to leading technology service providers.

Acal has operating companies across Europe including the UK, Germany, France, Benelux, Italy, Poland, Spain and the Nordic region. Additionally Acal has operating companies in Asia (China and South Korea) and Africa (South Africa).

This information is provided by RNS
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