

## PRESS RELEASE – FOR IMMEDIATE RELEASE

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### **CRIMSONWING IMPLEMENTS MAGENTO ENTERPRISE E-COMMERCE SOLUTION FOR MACFARLANE PACKAGING**

The international eCommerce specialist, Crimsonwing, is pleased to announce that the new Macfarlane Packaging eCommerce site is live, and has been running smoothly since it was first launched on the 29<sup>th</sup> November 2010 – [www.macfarlanepackaging.com](http://www.macfarlanepackaging.com).

Macfarlane Packaging, part of the Macfarlane Group, is the leading UK distributor of a comprehensive range of packaging products. Macfarlane Group is listed on the UK stock exchange and services the UK and European market places. Macfarlane provides a full packaging solution to their customers, both producing and distributing packaging and labels to customers across a wide range of industry sectors.

*"Coming from a custom built static site, we were eager to partner with a flexible and progressive solution. Having benchmarked a number of products and service providers, we were excited to introduce and integrate both Crimsonwing and Magento Enterprise as our strategic solution of choice for our eBusiness going forward."* Mark Selby, eCommerce Director, Macfarlane Packaging.

The Crimsonwing eBusiness team has replaced Macfarlane Packaging's previous online eCommerce store, which was a custom built and maintained solution, with the Magento Enterprise Edition. The new solution offers a fresh design and enhanced Web 2.0 features, such as layered navigation, single page checkout and rich customer facing functionality, and will enable Macfarlane to react faster to their customers and market's needs. The solution includes a tightly coupled integration to Macfarlane's line of business systems, and has been designed to support both the end-consumer and dedicated account customers that Macfarlane services. The solution includes customer specific pricing, real-time order injection, and advanced customer service via live chat and call back functions.

David Simonds, Crimsonwing's Project Manager, said: *"By using a combination of Magento Enterprise Edition and Crimsonwing, Macfarlane gains access to an extremely cost-effective business solution. Magento Enterprise and its partner network offer a vast array of standard functionality, meaning Macfarlane can react quickly to their customers' needs. Crimsonwing, with over 10 years of eBusiness experience, provide a wealth of expertise in eCommerce solutions, specialising in projects requiring complex integrations. The new Magento based Macfarlane store will offer an extremely flexible online solution to Macfarlane for years to come."*

**ABOUT CRIMSONWING:**

Crimsonwing is an international IT solutions provider, developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for eBusiness, ERP and Custom Development, and is a growing, profitable and publicly listed company, employing 230 people. For more information, please refer to [www.crimsonwing.com](http://www.crimsonwing.com).

**ABOUT MACFARLANE PACKAGING:**

Macfarlane Packaging Ltd, part of the Macfarlane Group, is the leading UK distributor of packaging, provided the most comprehensive range of packaging products of any UK based supplier. Macfarlane Group is listed on the UK Stock Exchange and services the UK and European market places. Macfarlane provides a full packaging solution to their customers including consulting on a client's needs, right through to design, producing and distributing packaging and labels to customers across a wide range of industry sectors. For more information, please refer to [www.macfarlanepackaging.com](http://www.macfarlanepackaging.com).

**ABOUT MAGENTO:**

Magento is a feature-rich, professional open-source eCommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online store. Magento's intuitive administration interface contains powerful marketing, search engine optimization and catalog-management tools to give merchants the power to create sites that are tailored to their unique business needs. Designed to be completely scalable and backed by an extensive support network, Magento offers companies the ultimate eCommerce solution. For more information, please refer to [www.magentocommerce.com](http://www.magentocommerce.com).

**FOR FURTHER INFORMATION PLEASE CONTACT:**

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