



The Sales Aid for Carlson Filtration Distributors

Carlson IT System and Web Site Updates

As part of our continuous customer service improvement programme we're delighted to announce two important updates to our IT systems.

Firstly, from the 28th November 2011 we will be implementing new accounting and customer contact management systems.

The new accounting system takes the form of an upgrade of our current Sage Line 100 to Sage 200 and Solvitt. The customer benefits of the new system include improved product lead times as a result of enhanced stock control and MRP capabilities.

There will be noticeable changes to the layout and appearance of Carlson stationary in the form of order acknowledgements and invoices. We would ask all distributors and Carlson sales staff to inform customers as appropriate.

The new customer contact management system is a valuable new tool for the sales team and will result in enhanced communications with all our distributors and customers.

The second major change takes the form of updates to the Carlson Web

Site. Now in wide screen format, the new website homepage features exciting new graphics and one-click access to the sections about:

- ⇒ CarLent lenticular filters, one of our fastest growth product lines,
- ⇒ The ever-popular "Ask an Expert" and "Demonstration" areas.

In addition to comprehensive product and application information, the new site also includes updated on-line electronic links to Carlson sales literature in pdf format. These are accessible through the individual application and product pages.

Carlson's General Sales Manager, Sandra Driver, says: "The new IT systems represent another step in our commitment to continually improving our service to customers. I'm delighted that the new web site has been received with so much enthusiasm by our customers and distributors around the world. In particular, I'm really pleased that as we update our sales literature, we can publish the updates on-line".

For more information, please see www.carlson.co.uk or contact: sales@carlson.co.uk.

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New Automated Process Control System Installed at Barnoldswick

Carlson has recently commissioned a new enhanced chemical addition control system in its manufacturing facilities.

The all-new fully automatic system controls addition of all the key chemicals used in the manufacture of depth filter media.

The new system uses the latest technology in batch and flow control to achieve an exceptionally high degree of accuracy. The data collec-



tion facility within the batch controllers provides accurate chemical usage information together with enhanced stock control and product costing benefits. The new system also greatly improves the health and safety aspects of this operation by eliminating the need for direct handling of chemicals

David Dredge, Carlson's Production Manager says: "The installation further confirms Carlson's commitment to enhancing product quality and consistency, as well as health and safety standards, by investing in automated process control systems"