

Colart goes digital with Customer Engagement Centre

Colart helps customers embrace digital developments with its bespoke Customer Engagement Centre at Creativeworld 2018.

THE BANK:

The Bank is Colart's key resource centre for any customer or agency seeking digital content, from product images to inspirational videos.

All of the digital assets customers will see in presentations from Winsor & Newton, Liquitex, Lefranc Bourgeois, Snazaroo and Reeves are available to view and download online, alongside an extensive library of archival assets.

With over 197,000 assets downloaded since the site launched in March 2014 it's already proved to be very popular.

Find out more online: www.thebank.colart.com

B2B PORTAL:

This new portal will be a transformative tool for Colart's customers that allows them to place orders 24 hours a day through a quick and easy self-ordering system, as well as view the entire product offering on one platform.

As commerce increasingly becomes digital, Colart would like to enable their customers to connect with them, seek ideas, find products and place orders whenever they want.

The portal will launch in Benelux in 2018, before being rolled out across Colart's markets.

Find out more online: www.colart.com

ABOUT COLART:

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.