

# LuckinsLive.com

## MEDIA PACK



Enhance your presence  
on LuckinsLive.com  
with our targeted  
marketing

0800 028 28 28

 **gamtech**<sup>™</sup>

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# Welcome

## The next generation of product marketing

Luckinslive.com is the most comprehensive online directory, product information and marketing portal for the Building Services industry.

Contractors, specifiers and distributors are now turning to LuckinsLive.com to provide them with in depth product information including images, technical specifications, catalogue pages, lists of spares & accessories, specification clauses, product news and case studies.

This is coupled with a comprehensive Directory of building services manufacturers and service providers.

With over 50,000 monthly visitors it's free of charge for all to use. It is accessible directly through any web browser or via links from the full range of Amtech desktop software packages and selected third party software partners offering a direct route solution to over 25,000 industry buyers and specifiers.

You can enhance and strengthen your listing with our range of marketing solutions. LuckinsLive is your way of achieving the most highly targeted marketing campaign direct to your customers.

Isn't it time you got involved?

### More about Luckins

Luckins data was first introduced in the mid sixties and soon became known as the "industry Bible". The service has now grown to encompass a range of powerful and comprehensive Data Services.

Now Luckins data powers the estimating, specification and ERP systems of building services engineers, contractors and distributors throughout the UK.

With the introduction of LuckinsLive.com, the Luckins brand is fast becoming the de facto standard source of detailed product data for specification, engineering & BIM.

Click here  
for more  
information



# LuckinsLive.com

## How do companies use LuckinsLive.com data?

### Estimating Software

40 of the top 50 UK Building Services Contractors use Amtech estimating software, which links directly to our Luckins data.\*

### Procurement Systems

Links to LuckinsLive.com from Amtech procurement software deliver detailed product data at the point the buying decision is made.

### Google

Search engine optimisation ensures high ranks on Google (and other search engines) when manufacturer part codes are searched.



### NES

Ensure your products are accessed at the earliest stage of the buying process by getting them embedded in the project specification. LuckinsLive.com links directly to NES, the leading engineering specification package.

### BIM Compliant Systems

LuckinsLive.com provides exactly the enhanced data required to support BIM while the Luckins Code enables full data to be linked to the BIM model.

### Wholesalers ERP Systems

Pictures, catalogue pages and technical specs available on trade counters and pushed through wholesalers websites.

\* Information taken from Electrical Times magazine

# Who uses LuckinsLive.com to make buying decisions?

Have a look at who uses LuckinsLive.com

Contractors	
EMCOR Group	SPIE
Skanska	Imtech UK
Shepherd Engineering Services	SSE Contracting
Laing O'Rourke	Balfour Beatty
NG Bailey	T Clarke
British Gas	MITIE
Interserve	EDF
ROMECC	Babcock

Consultants	
AECOM	Arup
Hoare Lea	Jacobs
Atkins Global	Buro Happold
Mott Macdonald	WYG
Parson Brinckerhoff	URS

Wholesaler	
LH Evans	Wilts
Eyre & Elliston	Lockwell Electrical Distributors
YESSS Electrical	Holland House
BSS Industrial	Wolseley UK Ltd
Kew Electrical Distributors	Medlock Electrical Distributors
ERF Electrical Wholesalers	Newey & Eyre
Moss Electrical	WF Senate

# Standard Marketing Package

Get even more from your LuckinsLive.com listing

- Enhanced directory listing in LuckinsLive.com
- Company logo and priority placement on search results page
- Company profile page
- Downloadable brochures/catalogues
- Case studies
- Product news
- Latest product news on homepage
- Your logo on home page
- Featured in LuckinsLive.com newsletter

**Add Traser  
for just £795**

[Click here  
for more  
information](#)



There may be additional charges for enhanced data



# Standard Package Features

The next generation of product marketing

## Company Profile Page

A dedicated page all about you and your products.

Make sure that specifiers, contractors, buyers and distributors have full access to your company details at the very moment they are specifying or selecting a supplier.

**Include as much information as you want:**

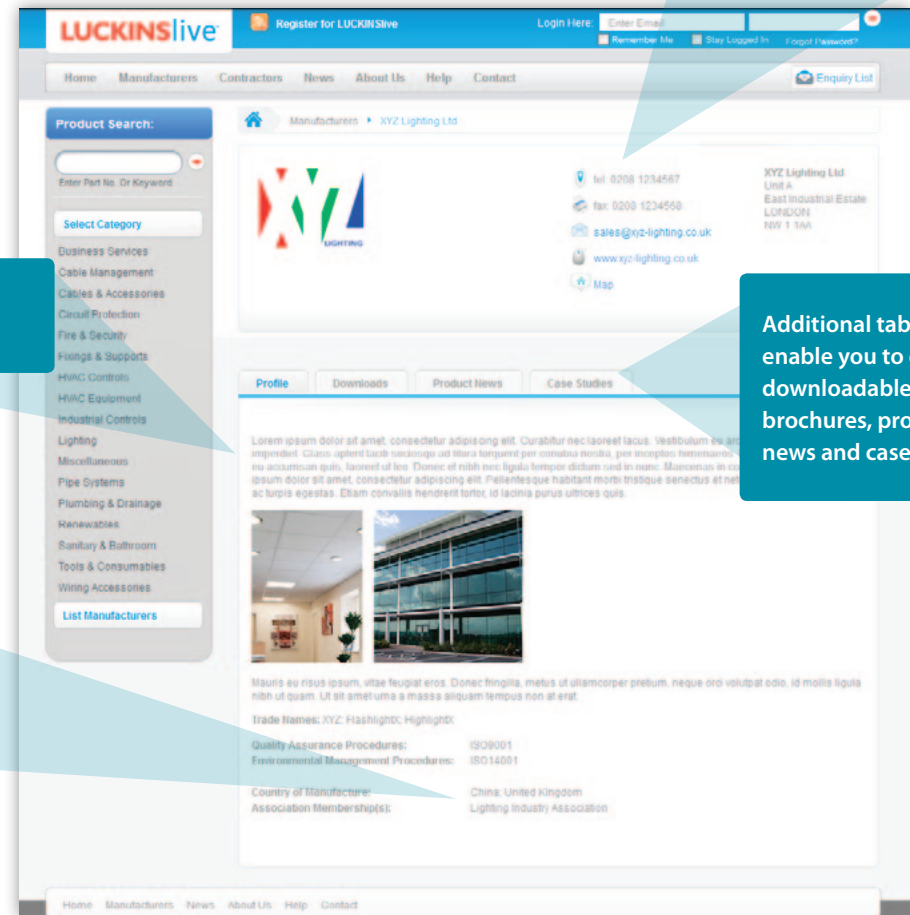
- Company profile
- Company logo
- Sample product illustration
- Trade & brand names
- Environmental & quality standards
- Company brochures
- Catalogues
- Technical manuals
- Promotional videos
- Product news
- Case studies

Display all your contact details, email, logo and map links.

Enhance your listing with full company profile

Additional tabs enable you to display downloadable brochures, product news and case studies.

Details of environmental and quality policies



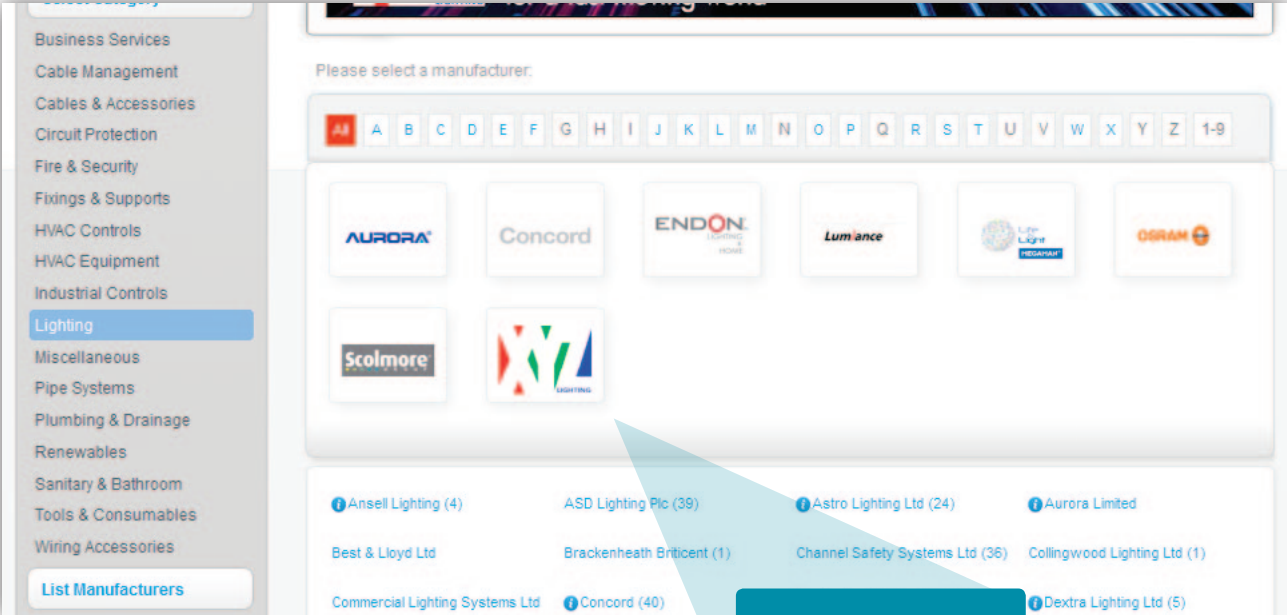
# Standard Package Features

The next generation of product marketing

## Enhanced Directory Listing

Put your company logo in front of 1000's of visitors.

When a search is carried out your company will stand out with your logo positioned prominently at the top of the search results page.





# Standard Package Features

The next generation of product marketing

## Home Page

Take advantage of the powerful search features where visitors can find your products quickly.

Your logo will be showcased in the Featured Manufacturers section along with your latest Product News ... the perfect platform for launching new products.

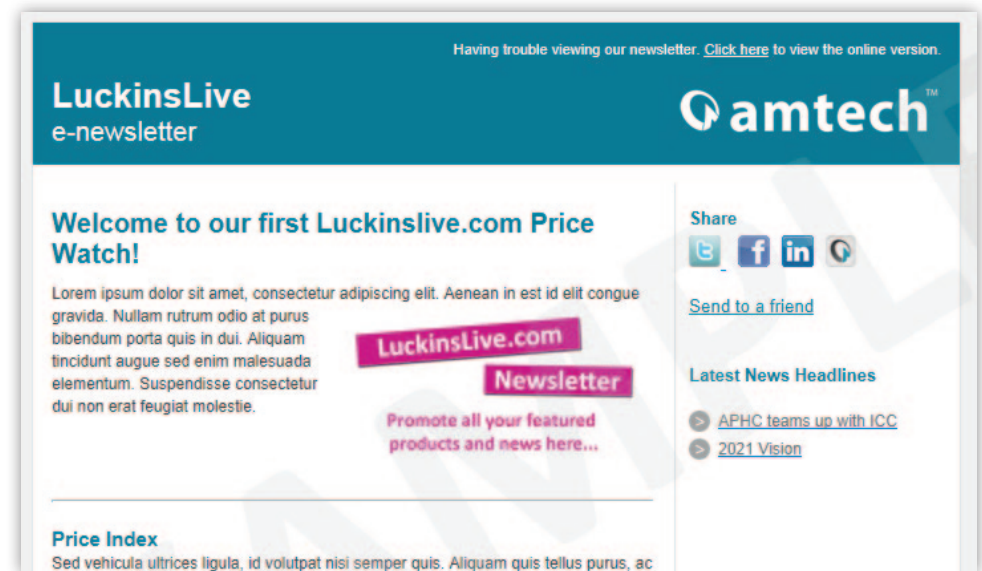
## LuckinsLive Newsletter

Promote all your featured products and news in our LuckinsLive.com newsletter, sent to our Amtech customer base on a quarterly basis.

With the inclusion of price updates, our newsletter is a very popular read.

Featured manufacturer area: Publicise your company on the home page

Featured products area: Publicise new products or updates on the home page



# Enhanced Marketing Package

Full exposure on LuckinsLive.com and other unique marketing activities

From  
**£2995**

- All the features of our Standard package
- Manufacturer product announcements
- Home page banner
- Banner on relevant search results page
- Link from relevant clauses in NES
- 4 eshots to full Amtech database

**Add Traser  
for just £595**

Click here  
for more  
information **>**



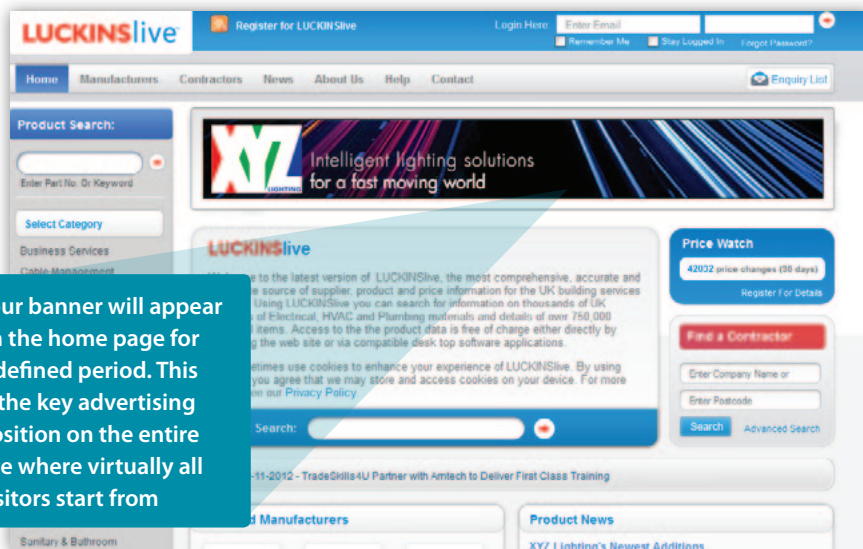
There may be additional charges for enhanced data

# Enhanced Package Features

Full exposure on LuckinsLive.com and other unique marketing activities

## Homepage Banner

Increase your visibility and brand awareness with a banner on our front page.



## Search Results

Target your marketing and include a banner whenever a search returns your products.



**Note:** where more than one manufacturer has a banner ad, these will scroll from one to another.

# Enhanced Package Features

Full exposure on LuckinsLive.com and other unique marketing activities

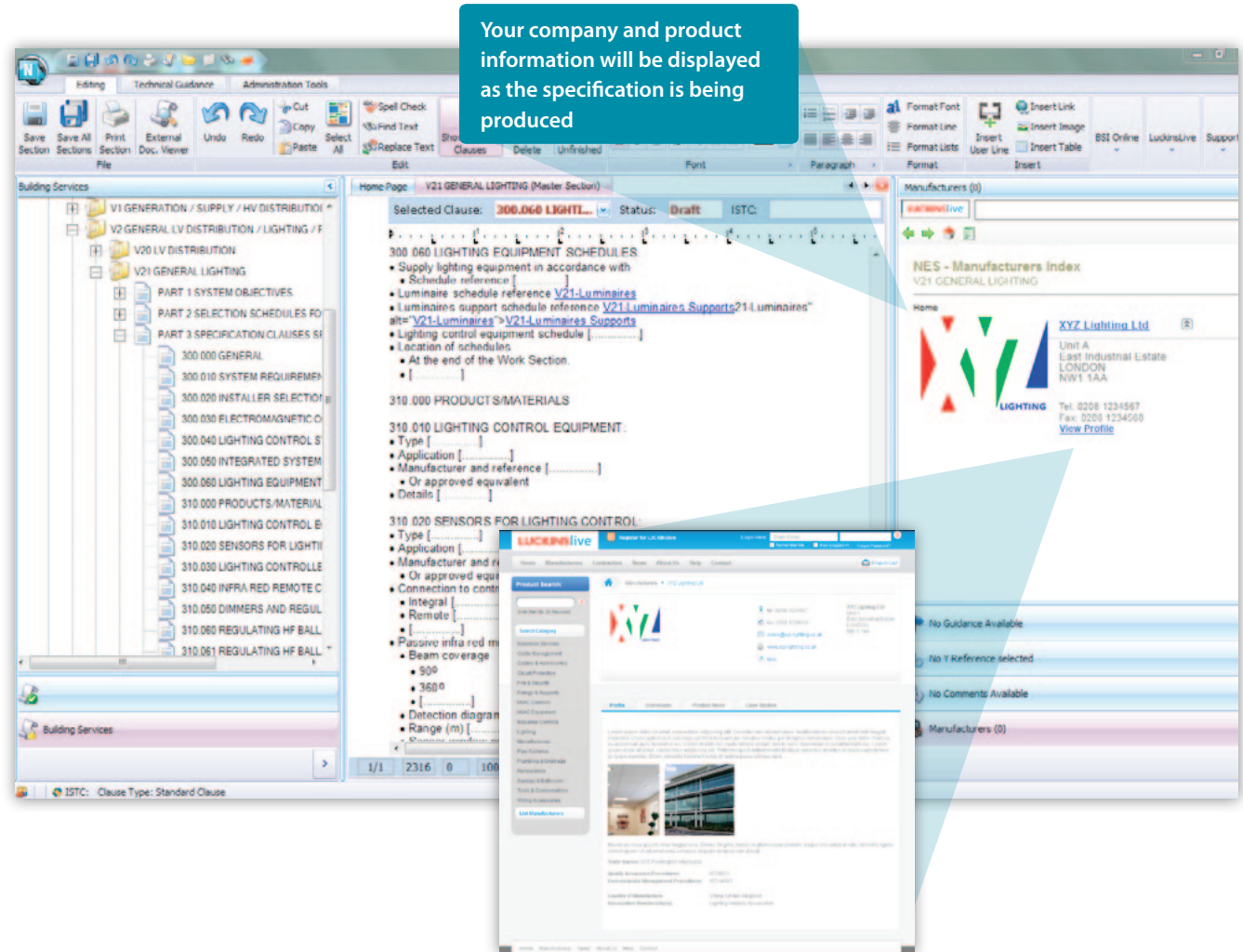
## NES Link

A powerful and precise way for your company to place your products in front of specifiers at the perfect moment in the project design.

NES is the UK's only specialist building services engineering specification system.

Consultant engineers frequently need to source specialist suppliers during the specification process and include their products in the spec.

Clicking on the link in NES will take specifiers directly to your company profile page in LuckinsLive.com.



# Enhanced Package Features

Full exposure on LuckinsLive.com and other unique marketing activities

## Mass eshot

We will send four customised eshots specific to you and your products out to our whole Amtech customer base consisting of over 20,000 contractors/consultants.

We can even segment the database to your specific campaign requirements.

It's the easiest and most dynamic way to reach your targeted customers!



# NES Manufacturer Specific Clauses

Leading engineering specification package

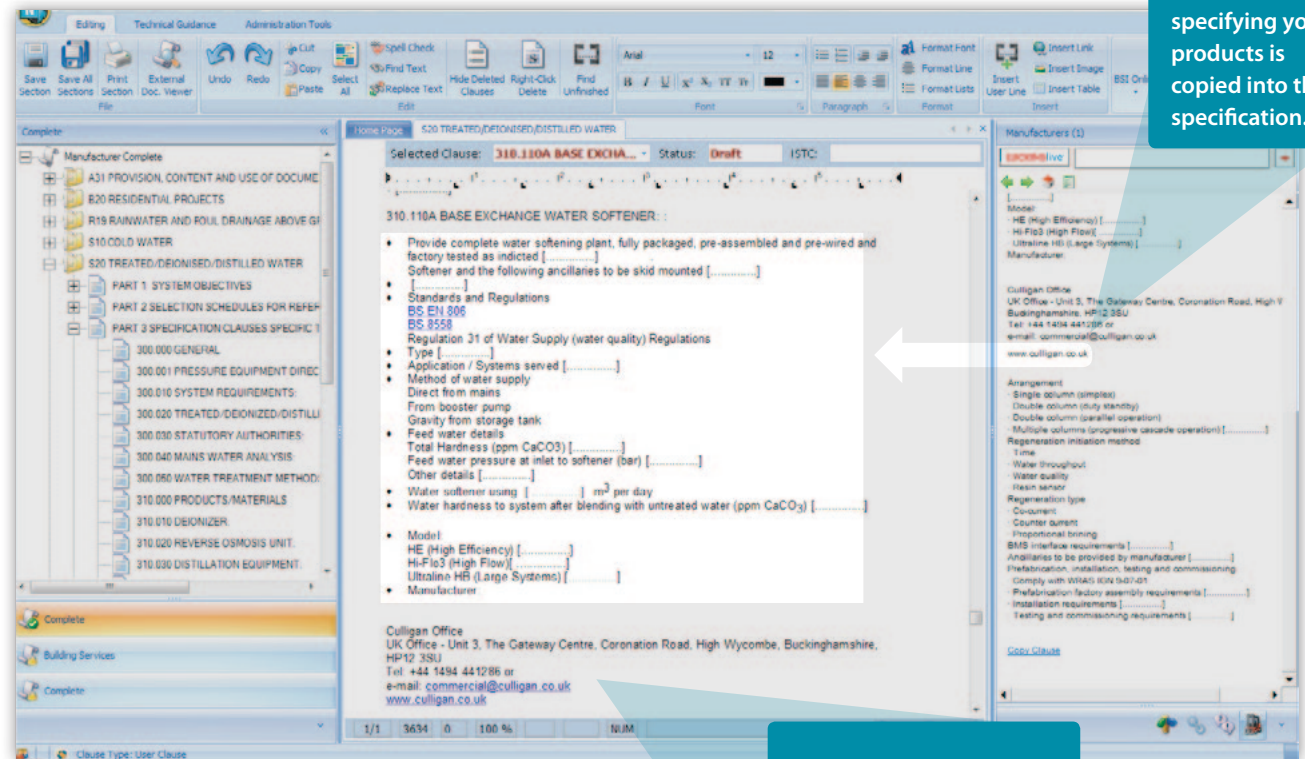
NES is based around a library of generic specification clauses structured according to industry standard protocols and with links to British Standards and guidance to best practice.

NES offers manufacturers the option to embed their own specification clauses in the software.

These clauses are held and updated in Luckinslive and supplied to NES users via a live update facility.

Specifiers then have the option to copy these clauses directly into the spec, replacing the standard generic clauses, ensuring that your products are specified at the outset of the project.

You can include as many clauses as you like. Our sales team and specialist engineers will work closely with you to ensure that your clauses are correctly structured and contain all the necessary data.

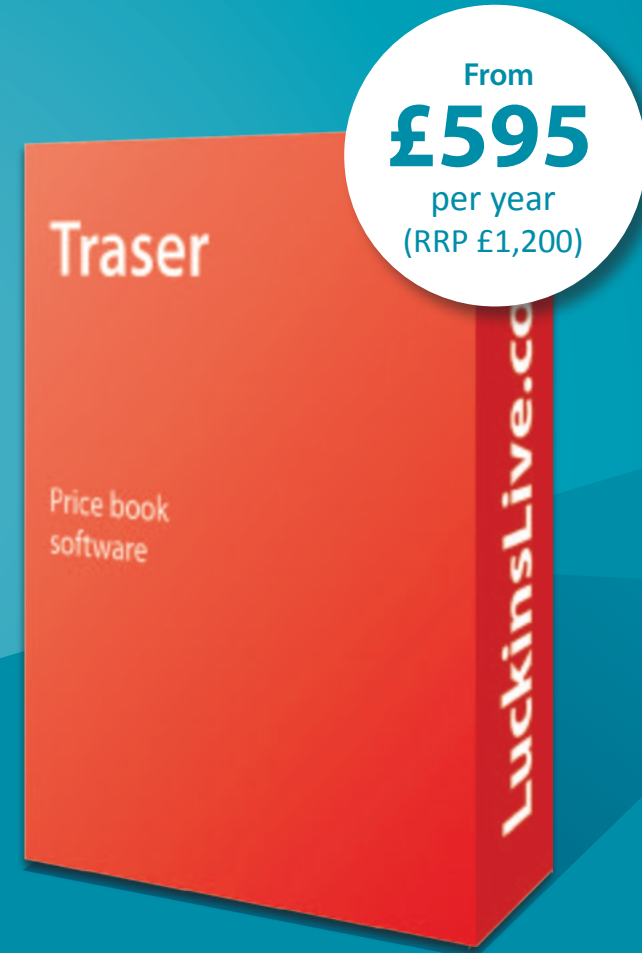


# Traser

Price book software

The TraSer electronic price book gives you instant access to the Luckins product and price database combined with easy to use desktop software.

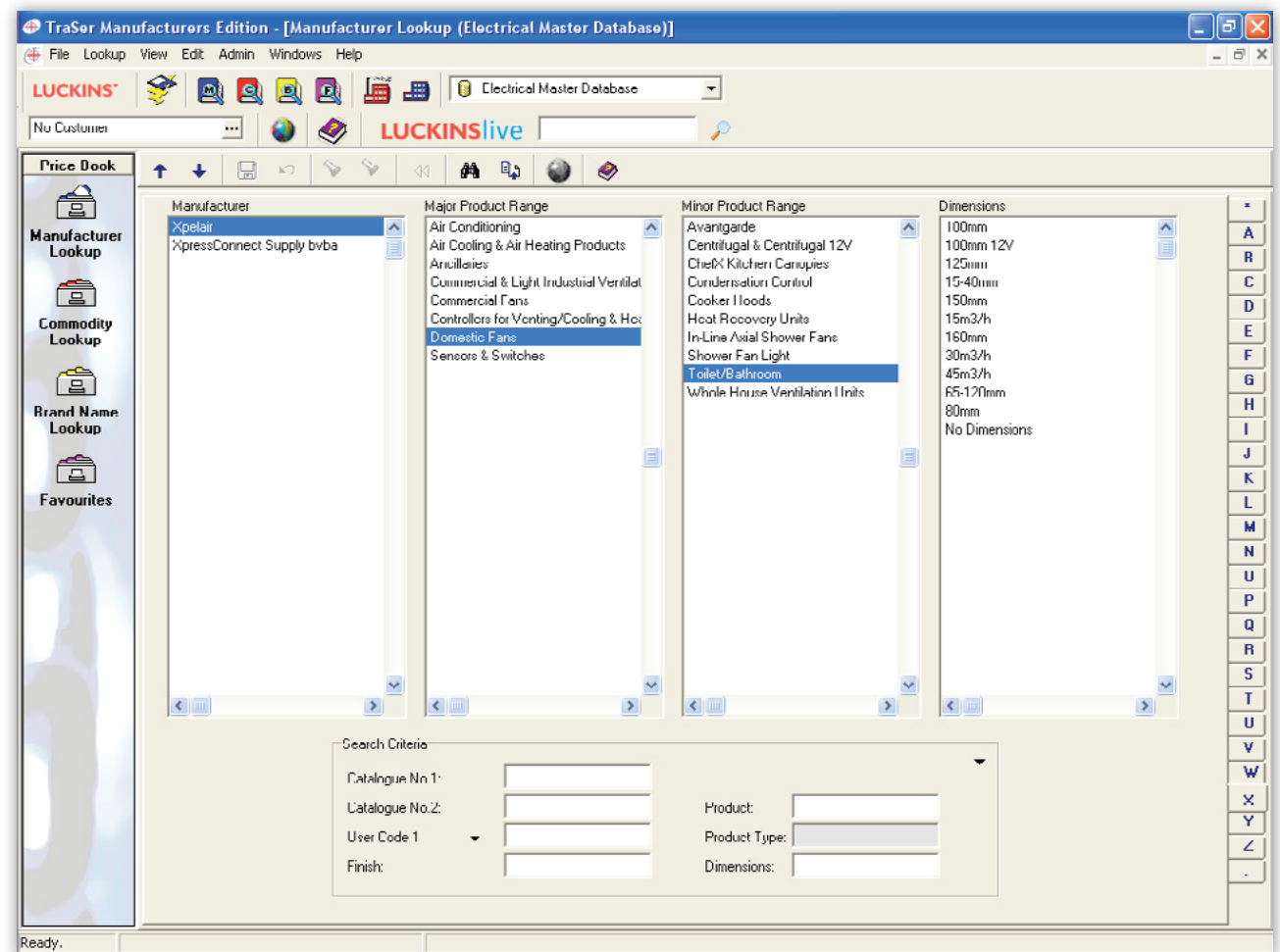
Many manufacturers and suppliers find this system invaluable both to check the content of their own Luckins listing and to monitor product and price movements across the industry as a whole.



# Traser

## Price book software

- **Check details and prices** for your own entry in the Luckins database. Make sure distributors and installers have access to full current data.
- **Flexible and easy to use.** You can search for a product by any combination of manufacturer, catalogue number, brand, product type, size, colour or finish.
- Licence to access and **use Luckins codes** (TSI codes) for your own products.
- **Choice of databases.** UK Electrical; UK Mechanical (inc. HVAC & Plumbing); Irish Electrical.
- **Updated weekly.** Keep tabs on industry price movements.
- Optional **Price History module** enables you to store and view historic trade prices across the entire database.





# Marketing Packages

Choose the package which best suits your marketing needs












From  
**£995**

From  
**£2995**

	From <b>£995</b>	From <b>£2995</b>
Cost per year		
Enhanced directory listing in LuckinsLive.com	✓	✓
Company logo and priority placement on search results page	✓	✓
Company profile page	✓	✓
Downloadable brochures/catalogues	✓	✓
Case studies	✓	✓
Product news	✓	✓
Latest product news on homepage	✓	✓
Your logo on home page	✓	✓
Featured in LuckinsLive.com newsletter	✓	✓
Manufacturer product announcements		✓
Home page banner		✓
Banner on relevant search results page		✓
Link from relevant sections in NES		✓
Four eshots to full Amtech database		✓
<b>NES manufacturer specific clauses</b>	n/a	<b>P.O.A</b>
<b>Traser</b>	<b>£795</b>	<b>£595</b>

# 300,000 Product searches a month... & counting!

There are plenty of reasons to get involved with LuckinsLive.com... here's just some of them!

Over <b>50,000</b> unique monthly visitors and growing fast	Over <b>500 million</b> miles of cable designed and installed using Amtech software	Join the success of...         
Over <b>900,000</b> products listed	Just <b>1 portal</b> that delivers your products to the entire industry	
Over <b>2,500</b> top contractors access the site daily	Over <b>2 million</b> TSI codes	
Over <b>2.5 billion</b> products a year are estimated using Amtech software	<a href="#">Click here for more information in our Case Studies &gt;</a>	

# Contact Us

For more information

If you would like to find out more about LuckinsLive.com and our marketing packages, please contact our sales team:

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