



Bi-silque partners with FusionPlus Data

Bi-silque has announced an agreement with FusionPlus Data that will help dealers with product marketing.

Beth Wright, chief commercial officer for Bi-silque, said: “We continue to invest in the digital side of our business, as well as the UK dealer channel, and the FusionPlus solution was the clear choice for this component of our digital transformation.”

Bi-silque has started to make progress in creating and managing best-in-class content for wholesalers, dealers and e-tailers by adding product videos, more high definition images of its products, product details and lifestyle images, enhanced product attributes and SEO-optimised product descriptions and titles. The company’s UK assortment – including products for vertical markets such as corporate, hospitality, FS and education – will be available shortly.