SOGEFI GROUP

Press Release

Sogefi's new Apps for smartphone and tablet, now available for instant product information search

Sogefi launches the new Catalogue apps for Apple & Android devices. On top of all the relevant information provided in the printed and web catalogue, it offers a range of functions that will make spare parts research complete, easier and faster.

Customers can choose their preferred language – some 13 possible - from the settings and explore the company's extensive product portfolio, in detail and at any time. Thanks to the clear structure based on catalogue data, as well as a convenient search function, it is extremely easy to make a targeted product selection. By entering the specific reference code, you will find the necessary parts via a list of all vehicle manufacturers or by competitor codes, searching by filter type and shape or by applications, as well as writing directly on the search bar at the top of the app homepage.

The new apps enable customers to:
- browse the catalogue at their fingertips,
- get detailed product information/access to the product sheet,
- easily compare product information/data,
- discover the "new-to-range" available,
- be linked to the video installation tutorial on YouTube,
- be updated on what's happening by reading the news.

If the catalogue is amended, an updated version will automatically be made available for download. The data is also available off-line. Online access is only necessary when downloading or updating.

"We believe in new technology that can enhance the service experience", explained **Françoise Blais,** General Manager IAM Filtration Business Unit. "The new app complements the existing online/web product catalogue and further increases the user-friendliness of our products and services for our current and prospective customers".

Compatible with iOS and Android, tablets and smartphones, the new apps: Purflux, FRAM® (Europe) and CoopersFiaam are now available to download free of charge from global app stores. Choose your brand, download the app and browse through thousands of Sogefi IAM products, descriptions, technical data and videos at your fingertips, wherever and whenever you need them.