

Smart interactive technology working for customers

PPC HAS ANNOUNCED its anchor sponsorship of www.buildmind.net, an online resource for building contractors, concrete product manufacturers, material suppliers and building service vendors. BuildMind, a Facebook-like resource that allows manufacturers and service-providers to market their services on-line, free of charge, and to use BuildMind's tools to source leads, opportunities, trends, information, opinion, products, events and skills - simply.

Richard Tomes, PPC sales and marketing executive: "PPC's sponsorship of BuildMind membership for our customers is part of a plan to add real value to our customers businesses into the future. BuildMind now gives our customers access to 21st century marketing technology that will help customers grow their businesses and operate more efficiently"

Powered by The Virtual Works award-winning Web 2.0 technology, BuildMind gives anyone in the building industry the ability to create and

self-manage a business, service and product profile, therefore ensuring that they're instantly matched to industry needs by the site's powerful search engine and smart messaging and communication tools. The site also gives members the functionality to network and collaborate with specification professionals and project teams.

Relevant articles and news items are also matched to members' profiles. Project alerts and leads are posted on BuildMind by DataBuild. Databuild offers the most comprehensive, up-to-date online database of construction projects in South Africa.

Given that the tough market conditions are forcing most construction industry businesses to find more innovative and efficient ways to market and operate, PPC believes that the BuildMind network will prove to be extremely valuable to small and medium sized building industry enterprises in particular.

