



## Media Release

25 March 2009

### Golden Coast Goes Digital

In response to customers' requests Golden Coast has produced its 276-page 2009 Product Catalogue and Price List on disc, providing users with a quick and easy way of searching information on their computer of the 11,000 products held at the company's Barnstaple warehouse.

Whilst a printed brochure is still available, both it and the digital version have clear product ranges grouped into colour-coded sections – for swimming pools and equipment, hot tubs, saunas and steam rooms, solar heating and accessories such as chemicals and the like – to help users identify a particular product. The digital version has a 'quick search' facility that immediately locates the first page of the relevant section.

"Whilst there are those who still like printed books to hand on their desk, many of our customers are using computers as their main information database and require digital information, with the added benefit of an 'instant' search facility," said Jamie Adams, managing director of Golden Coast.

"As well as meeting our customers' needs, this is just the first step as we are working on developing an 'on-line' version to be available on our new website."

Ends

### Attached Picture



### Caption:

Golden Coast 2009 Price List

**Note to Editors:**

Golden Coast has 30 years experience as one of the UK's top distributors of swimming pool and spa equipment, maintaining a portfolio of products right across the pool and spa spectrum, designed to offer maximum value with high quality and supports a nationwide network of accredited dealers.

**Further Information from:**

Jamie Adams  
Golden Coast Limited  
Tel: 01271 378100  
Fax: 01271 371699  
Email: swimmer@goldenc.com

**Issued By:**

Geoff Adam  
Callback Limited  
Tel: 01271 883331  
Email: geoff@callbacknow.co.uk