

# NRF: FOCUSING ON PRODUCT DATA AND E-COMMERCE BECOMES A PRIORITY >

Since 1927 NRF is a leading manufacturer and supplier for the automotive aftermarket, industrial, railway and marine sector. NRF notes that the way of customer approach is changing. It's important to meet customers' expectations. NRF has a separate database management department. Daily a dedicated team of specialist is working to enlarge and improve the product database for a variety of platforms.

## Focusing on data >

NRF offers more than 8.000 engine cooling and air conditioning aftermarket parts. The data of all these parts is centralized in a data management system and contains:

- **Product data:** Part number, product name, dimensions, weight and additional relevant product information.
- **Application data:** Usually a product is suitable for a variety of applications (car/models).
- **OE reference:** Each aftermarket part number is connected to an original (OE) number. On this way customers can search for the right NRF part. NRF offers parts which can be suitable for more than 150 different OE references.
- **Cross reference:** These are product references from other brands. When inserting these part numbers you can find the matching NRF part.
- **Product pictures and technical drawings:** These pictures provide a final check to ensure that the right part is chosen.
- **Real-time stock information:** NRF provides real-time stock data. For customers it is even possible to see local availability.
- **Easy Fit:** NRF offers a unique range of Easy Fit references. When a product is Easy Fit, assembly parts (such as O-rings, clamps and clips) are delivered with the NRF products.



## NRF webshop >

Last year NRF launched a new online platform. This platform can be used as an online catalog and (after login) as an order portal.

During the design process NRF has searched for the most efficient and effective way to search for the right parts. The result is a new user-friendly platform with optimal navigation and order possibilities.

## Visibility on platforms >

The NRF catalogue data is visible on a variety of online platforms:

- **External platforms:** This includes TecDoc, TecCom and MAM software. NRF parts are also visible on various local platforms, such as GOLDA (France), Inforicambi (Italy) and Infotermi (Spain).
- **FTP server:** When customers using their own platform, they can download all required NRF data (including pictures and stock information).

## NRF on social media >

The digital revolution also results in the fact that companies need to think about their online strategy. NRF is very active on Social Media, such as LinkedIn and YouTube.

## NRF product range >

NRF offers more than 8.000 engine cooling and air conditioning parts.

### Engine cooling:

- Radiators
- Oil coolers
- Fan clutches
- Intercoolers
- Radiator fans
- EGR coolers

### Air conditioning:

- Condensers
- Evaporators
- Heaters
- Expansion valves
- Pressure switches
- Compressor clutches
- Compressor oil
- Compressors
- Interior blowers
- Receiver driers

For more information visit [www.nrf.eu](http://www.nrf.eu) and [webshop.nrf.eu](http://webshop.nrf.eu)

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