

the distributor's choice



introducing the new

C6 diamond web card

personal discount loyalty card

get great discounts
on all your edge
products
direct
on the web



Surfers from outside the UK will be able to view the site by opting to view the pricing structure in British Sterling, Euros or US Dollars which is up to date and live with the world currency markets. As a member of the **edge** affiliate network you will have the privilege of our 15-member expert telesales team selling direct to your existing and potential customer base for your benefit.

The attributes of C6 are:-

- Personal user card enabling access to own discount structure.
- Unique interactive information online.
- Online brochure viewing.
- Brochure Download.
- Information on diamond product use, including the most concise and transparent documentation on the manufacture and use of diamond products adding total clarity to your purchasing decisions.
- Online search facility.
- Fault diagnosis.
- **Edge** forum- a 24 hour service area to have your say and ask questions or inquire about a specific application.
- Information on line can be used as an online training manual for your new sale staff and also advise customers on any particular aspect of diamond products.
- Individual security access
- Integrated personal discount online ordering system
- Affiliate network processing
- Ultra secure site
- Visual step by step product picking procedure
- Choice of payment methods
- Live online currency conversion
- Ability for our trading partners to track the spend of their customers.
- The ability of our trading partners who join the affiliate network to pull down their margin from sales made to their customers through the site and also to enjoy the benefits of increasing turnover through our conversion of user enquiries to them.
- Online weekly promotions and giveaways.
- Telesales team ringing on your behalf.

With exciting new features and dramatic innovations, the C6 platform provides an integrated and complete solution to your enterprise business intelligence needs allowing you to sell your existing diamond products without having the logistical nightmare of ordering, stocking, sending out and all the clerical costs involved in this process. Let **edge** do this for you.



a cut above the rest



personal discount loyalty card

personal identification number

issue 1

expires end 12/05

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edge surfing the edge



"A new transparent concept in product procurement".
Patent Pending. Online Affiliate Network Processing.

How edge business intelligence can affect your business for the better!

Increasing demand for our products has led us to simplify the supply of diamond products to our customers, which will be carried out in the following mechanism.

Edge diamond have constructed an interactive B2B2C website called C6, specifically designed to enable our loyal trading partners and new customers alike to purchase on line 24/7, 365 days a year. C6, also allows our distributors customers to purchase online and return a benefit from the sale. C6, allows the user to connect and view their personal net prices on all the edge product range and also view special promotions posted onto the site from time to time. The viewer is able to interactively search for a particular product they want by tool type, product type, application, quality, price level, product dimension, bore type and guides them through the search process in a step by step manner therefore decreasing the possibility of purchasing the wrong product by error. There is also an online search engine for ease of use. C6, will have much vital information and is the most concise site of its kind in the industry as a whole. Past purchase history for each individual online user can also be browsed onsite allowing you access to your favourites.

The C6 card, a totally unique concept, designed to incorporate an individual log on procedure. Existing and new customers alike will receive an exclusive personal plastic card

with a unique authenticated 16-digit alphanumeric security code that will automatically allow them to log on and allow access to your personal discount structure and online mechanisms once the user has been placed on the system. This will be entered in conjunction with an 8-16 digit authenticated secure password.

All customers old and new will be required to fill in an online questionnaire that will ask details about your company and also the products that you procure for your particular business or industry that will eventually be launched onto this or allied sites of edge in the near future.

This input of information may seem laborious but it will only take 5 minutes on your first login onto C6 and will allow us to keep you up to date with exciting new promotions that allow you to make savings on purchases of many other types of products used in your particular industry that will eventually be online on C6. This input of information will allow us to contact you through several types of medium on a promotional or product update basis to include, telephone, fax, email and text data to your mobile phone. Major promotions, incentives and newsletters extending the reach of business intelligence applications within your enterprise and beyond into your customer base if you are a distributor.

Customers will be asked by what method they wish to pay for the items. All transactions will be done in an ultra secure environment governed by a leading global banking group. Products can be purchased in three ways.

- Credit and switch cards can be made by way of ultra secure online payment methods.
- Payments can be made by forward cheque.
- By BACS payment that will enable another tier of discount structure.
- By having an edge account or by setting up a new edge account that will take three days to process.



Affiliate Network Processing Add stickiness to your customer base

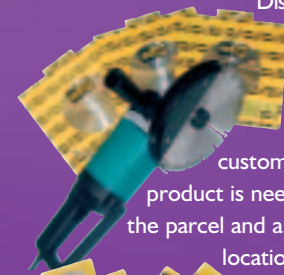
C6 will also combine an affiliate network. This system will enable our current trading partners to interactively sell to their own customer base through our website. The distributor will furnish us with the details of their customers who will then receive the C6, with a prevailing discount structure set by their particular distributor. The customer then buys his product on line through the site at his certain discount off list price set by his distributor. The distributor has a separate corporate card that will enable him to log onto the site and see which of his customers have purchased, what they have purchased, how much for and also when the transaction was made. He will then be able to draw his margin from the sale, which will be the difference between his structured discount rate and the rate he has set his customers. This system alleviates the need for the distributor to order product, stock it, pick it, pack it, post it and therefore decreases the clerical needs of processing the order which can sometimes equate to a large cost percentage of the order value. Because edge have the best products in each price range within the industry the customer and the end user can rest assured that they are getting the best priced product available in the industry so products can be sold through a visual medium online with peace of mind.

Distributors will also be able to make a further saving by ordering on line direct on the site and then orders will be dispatched in the normal manner. While online you have the choice of having the purchases sent to your customers trading address or to the site where the product is needed. The database will assess the weight of the parcel and allocate a delivery charge dependent on the location of the delivery in the mainland UK and Worldwide. Certain size deliveries will be carriage paid.

Diamond points will also be awarded to those who purchase on line, which can be redeemed against promotional items that will be displayed in the scrolling banner at the top of the page on the site.

The site will keep a database of turnover by user and it will reward the user by adjusting the discount structure on certain items that are popular and also by rewarding free promotional products with certain purchases.

Any end user enquiries will be forwarded to our trading partners that are within the geographical vicinity of the enquirer, enabling this customer to go onto the affiliate network and onto our trading partners account system.



edge

surf the edge for individual benefits