

Archi-Text

– the information service for professionals
in the South African building industry



Research indicates that a large number of professional practices would prefer product brochures supplied to them in hard copy. They view the printed format as the primary and most convenient practical medium, particularly when meeting with clients and making initial product selections.

Economic realities in the form of exceptionally high printing and paper costs have led many manufacturers of building products to supply information in electronic format only. This means that, while the information is readily available over the Internet and on CD, getting hold of a brochure is almost impossible.

Archi-Text is a product reference library that allows the specifier to take control of the information selection process. The largest possible variety of building product manufacturers are included in the preferred paper medium.

The *Archi-Text* Library consists of 29 binders packed with product brochures. There are currently over 5500 pages of product

information in the library service and more are received daily.

A professionally trained product librarian updates the library every second month. She will not expect you to sit for hours discussing products you have no current need for. Her function will be to ensure that you have all the information needed. She will take down the details of the products you require that are not currently in the service.

The *Archi-Text* team will then add the brochures to your library and will ensure that it is indexed via product, company name and trade name.

In short, the specifier can now subscribe to a service that offers all the benefits of a professional librarian at a fraction of the cost and without having to incur extra staffing overheads.

Please see www.architext.co.za for more information, including a list of manufacturers that appear in the service.



The Source
for Critical Information and Insight™

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