



ERICH  
ZIMMERMANN

ducts, compare colors and shapes, check out product characteristics, delivery dates and prices. Modern customer loyalty, without the internet: inconceivable. And there's more: the trader can record the behavior of the online user. He can carry out surveys and automatically evaluate results. He knows instantly which design appeals most and how it can be advertised most effectively. An unbeatable advantage.

The number of hits, the length of viewing time - this information not only enables online catalogues to be optimized and the acceptance of specific products identified, but also allows future sales strategies to be planned on the basis of actual figures. And last but not least, the advantages in economic terms are enormous, particularly for medium-sized businesses: personnel costs are reduced to a minimum, warehousing and processing costs dwindle.

The BASLE Forum 2001 will prove: e-business is not an end in itself. The future will judge the internet for what it is: an indispensable means to an end. And that end is business success. We are all looking forward to constructive initial experiences for our own company as well as opportunities for increased growth and development.

**ZeitForm**  
service.de

See for yourself what ZeitForm-  
Service.de can offer:

Frankfurt, Ambiente  
Hall 4.2 Stand G20

Munich, Inhorgenta  
Hall A2 Stand 438

Basle, Basle Forum 2001,  
Foyer of the Congress Center on  
26th/27th March  
9:00 a.m. - 2:00 p.m.



#### Princess-Ringe

750 Weißgold mit Amethyst  
750 Weißgold mit Aquamarin  
750 Weißgold mit Citrin

#### Inhorgenta 2001

23. - 26. 2.2001  
Halle C2 Stand 102/201

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