

June 20, 2001

# Packard Bell Chose Framfab

**Packard Bell, Europe's number one home computer manufacturer, has chosen Framfab to develop their new web site. With the new site, Packard Bell intends to create a Packard Bell community in order to support prospects and clients.**

As of today, Framfab has launched Packard Bells web in six countries. By the end of the year it will be launched in 17 countries, from Europe to Asia, in 11 languages.

The software infrastructure will allow the development of several new services for distribution. The solution allows Packard Bell to directly manage web site updates at a pan-European level. Framfab will in the coming months also build a channel extranet for Packard Bell.

"Framfab strategic know-how helps Packard Bell to take advantage of the technical and strategic possibilities. We really appreciate the competence and the motivation of all the teams in this project," says Gilles Domartini, Packard Bell Europe's Senior Manager, Internet.

Framfab has used the competence of three teams spread out in Europe: Framfab France for the strategic aspect, the content management system implementation and the project realization, Framfab in the Netherlands for their Oracle expertise and Framfab Sweden for their support of the content management system.

"This project demonstrates the capacity of Framfab to make various European teams collaborate within a project that spans over strategy, technology and design," says Annika Storfält, Project Manager at Framfab.

"After some weeks of activity, the traffic on the site doubled. Comments received by our customers and partners are very positive," said Gilles Domartini at Packard Bell.

**For more information please contact:**

Mattias Söderhielm, Acting Press Officer, Framfab  
Phone: +46 70 94 121 12 [mattias.soderhielm@framfab.se](mailto:mattias.soderhielm@framfab.se)

Reza Ghaem-Maghani, CEO France, Framfab France  
Phone : +33 1 55 48 11 00 [rgm@framfab.fr](mailto:rgm@framfab.fr)

Gilles Domartini, Senior Manager, Internet, Packard Bell  
Phone : + 331 55 23 75 29 [Gilles.Domartini@nec-computers.com](mailto:Gilles.Domartini@nec-computers.com)

Framfab is a global Internet professional services company, delivering digital services based on Internet technology. Framfab has offices in Denmark, France, Germany, the Netherlands, Sweden and the UK. Many large global groups work with Framfab, including 3M, AstraZeneca, AXA, Bosch, Carlsberg, Electrolux, France Telecom, the International Red Cross, I K E A, le Groupe Pernod Ricard, Kellogg's, Packard-Bell, Nike Europe, SAAB, SAS, Viag Interkom, Volvo Car Corporation and AB Volvo. Framfab is listed on the Stockholm Exchange's Attract 40 list (ticker FTID). For more information, please visit [www.framfab.com](http://www.framfab.com)

Stockholm  
Sweden



Framtidsfabriken AB (publ)  
Kungsgatan 27, Box 5494  
SE - 114 84 Stockholm  
Sweden  
Phone: +46 8 545 258 00  
Fax: +46 8 20 28 08  
Registered Office:  
Stockholm  
Corporate Identity No.:  
556528 6886  
[www.framfab.com](http://www.framfab.com)