



Press Release

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## **New IKEA family website built on Polopoly**

**The new version of IKEA's loyalty program, IKEA family, has now been launched throughout Sweden. Sweden is a pilot for other IKEA family markets. The new website for IKEA family, [www.ikea.se/family](http://www.ikea.se/family), has been built on the Swedish company Polopoly's system for Content Management. More than one million Swedes are IKEA family members.**

The new website's goal is to be an inspiration and knowledge-bank for all of those who love interior design. Both IKEA and members of IKEA family will contribute content to the website. The website is meant to compliment activities in the IKEA department stores and in the customer magazine, IKEA family Magazine. On the website members can receive and offer home furnishing advice, vote and discuss, shop/trade/sell furniture, enter contests, and receive special IKEA family offers. Visitors can custom-tailor the website to address their interests. For example, visitors can subscribe to a specialized newsletter on kitchens and storage, as well as subscribe to information about activities at their local IKEA department store.

In addition to Sweden, the IKEA family loyalty program exists in the Danish, French, Swiss, German, and Austrian markets. Sweden is the pilot-market for the new IKEA family concept.

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Polopoly develops platform independent systems for digital content management and customer relationship management (eCRM). Clients include some of the main Scandinavian players, such as Dagens Nyheter, Göteborgs-Posten, the Swedish Television, Bonnier Publications, Coop Konsum and Ericsson. For more information: [www.polopoly.com](http://www.polopoly.com)

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