



WEI Marketing Group – Update March 2017

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WEI Web Site

Software Update – the web site has been transferred to WordPress software:

- this will assist with future development
- will enable key personnel to administer and update the web site in future
- can be viewed on multiple devices
- <http://6349721.pollygone.co.uk/>

Hosting – hosting of the web site has been transferred. Future email hosting still needs to be resolved with the original provider



WEI Web Site – Ongoing Development

Development:

- Translation into German and French
- Add workgroup forums for: WPC BREF, Sustainability of Biocides and EN 14229
- Communications Tools: multiple emails and contact/enquiry forms
- A call for documents for the members portal!
 - Environmental Law and Regulation in your country
 - Other members documents
 - Videos and photographs



Future Questionnaire (results for Autumn Congress)

- Are members interested in a further marketing questionnaire to cover issues such as:
 - the current market
 - possible harmonisation of quality schemes
 - taxation on Biocides