

company release

release date: immediate

from Riello Galatrek - UK subsidiary of Riello UPS Manufacturing



New Computer Power Protection Website Solves Distribution Issues and Provides Cash Incentives With Riello UPS

www.cppsales.com is the latest innovation in the power protection and uninterruptible power supplies market. The home site for Computer Power Protection is the first to offer full end user and reseller ecommerce facilities for a wide range of UPS manufacturers including Riello UPS.

As well as attractive pricing and next day delivery for stock items placed up to 5:00pm the site is offering capital bond vouchers with each Riello uninterruptible power supply ordered up to 1st March 2005. Capital Bonds can be redeemed at a number of high street outlets. The promotion starts with £5 for the entry level Plug Dialog UPS which retails for less than £50 on the site.

The new website has set itself the target of becoming the primary power protection portal for the UK market. From the site viewers can review products ranging from uninterruptible power supplies for small desktop applications to full on-line three phase systems. To support demand from the site Computer Power Protection has invested heavily in its infrastructure. The website took several months to construct and the southern office has been moved and combined with the new distribution warehouse to cope with demand.

Robin Koffler, General Manager for Riello Galatrek Ltd:

“This is an exciting channel extension for us. We have a long standing relationship with Computer Power Protection. They are one of our premier Power Solutions Partners. The success of this channel is an important part of our growth strategy for 2005”.

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Eamonn Byrne, Systems Consultant for Computer Power Protection:

“We expect to see internet driven sales top over 15% of our turnover by the end of 2005.

Riello Galatrek will be a large share of this thanks to their continued support.”

For more information visit www.cppsales.com or call Computer Power Protection direct on 01939 234 141. Riello Galatrek can be contacted via 0800 269 394 or www.riello-ups.co.uk.

Ends – 323 words

This press release is available with pictures and text for download from our publicity website at: <http://www.riello-upspr.co.uk/view/55/>



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Background information

Riello Galatrek Ltd. (www.riello-ups.co.uk) is the UK subsidiary of Riello UPS

Manufacturing srl (www.riello-ups.com), manufacturers of over 100,000 UPS units a year and a dominant force in the European UPS market, with a presence in all key sectors.

Computer Power Protection. (www.cppsales.com) is one of the leading UK independent suppliers of Uninterruptible Power Supplies (UPS) and have been successfully providing quality power protection systems from their Liverpool premises since 1989.

Being an independent distributor means that Computer Power Protection (CPP) can give impartial advice and offer the best solution for a particular application, whether it is for a 200VA off-line UPS, or a 300KVA plus parallel system that requires full project management.

Apart from uninterruptible power supplies, CPP also provide Generators, Batteries, Switchgear, Inverters and other power related products. Clients include Arcadia Group, Stanley Leisure, Toyota, over 50 NHS sites, local and central government organisations.

The CPP head office is based in Liverpool. Other facilities include regional subsidiary offices and a new distribution centre based in Shropshire.