

Grow your business on the internet

In recent years, shoppers have flocked to the internet in their millions, creating a massive new commercial opportunity. And the benefits that attract them have proved of equal value to sellers. Businesses of all sizes have discovered that the internet is a low-cost channel to new customers and increased sales, and an effective tool for improved efficiency and customer service.

If you have products suitable for distance selling, you can sell on the internet. And you do not have to be a rocket scientist to do it. Actinic products make it easy to build and maintain your online store and process orders. That's why over ten thousand businesses have successfully implemented their ecommerce stores using Actinic.

Get online quickly and easily

All Actinic products are designed to get you started quickly, easily and cost effectively. No technical skills are required.

Flexible product and design options

Whatever your needs and your budget, you will find what you need somewhere in the Actinic product range. And as your needs grow, you can easily upgrade to a more powerful system.

Successful online stores

Actinic provides the functionality you will need to make a success of your online venture – including powerful marketing, merchandising and search engine optimization functionality.

Complete solutions

From Actinic Express to Actinic Catalog and the Actinic Business product range, you have everything you need to get started. We can also provide web space for your site – or you can use a business hosting package of your choosing. And our comprehensive support options provide expert help if you need it.

Actinic also supplies EPOS (electronic point of sale) systems.

Award-winning features

	Express	Catalog	Business
Flexible product catalogue			
Up to 20,000 products in unlimited sections and subsections	●	●	●
Unlimited product variations such as size and colour	●	●	●
Additional content including text, images and links can be added anywhere in the catalogue	●	●	●
Explorer-style interface with drag and drop editing		●	●
Product can appear more than once, and be a component of another product		●	●
Supplementary product information can be provided in an additional page, or in a pop-up		●	●
Multiple page layout options including list layout with single 'add to cart' button		●	●
Support for downloadable products		●	●
Flexible user-friendly design			
'QuickStart Guide' wizard walks you through the initial site setup	●	●	●
Real-time preview of your store as you build it	●	●	●
More layout and colour scheme combinations than any other package		●	●
'Point and click' design interface offering full access to HTML code		●	●
Define custom fields and restrict them by product type		●	●
Customer-friendly stores			
Automated site navigation features including site search, site map and 'breadcrumb trail'	●	●	●
Automatic email confirmation of order	●	●	●
'Remember me' option for returning visitors	●	●	●
Create accounts for regular customers	●	●	●
Cart content summary visible on every page		●	●
Editable shopping cart can be saved for later completion or as a 'wish list'		●	●
Search on product attributes		●	●
Customer-specific store content for regular customers		●	●
Comprehensive merchant features			
Secure shopping cart and built-in order-processing module	●	●	●
Accurately calculates shipping, handling and taxation costs	●	●	●
Product export function	●	●	●
Full technical support options	●	●	●
Deal with orders by phone, fax and post as well as from the web		●	●
Monitors stock levels during order processing		●	●
Over 20 built in reports including printing of invoices and packing lists		●	●
Product import function		●	●
One-click order completion		●	●
Bar code support		●	●
Ability to link to Sage Line 50 and QuickBooks		●	●
Powerful marketing options			
Generates search engine friendly web sites	●	●	●
'Best Sellers', 'New Products' and related products lists and order-level discounting		●	●
Mailing list export and custom email templates		●	●
Generate 'Also Bought' lists		●	●
Sophisticated product-level and customer-level discounting		●	●
Advanced mailing list export		●	●

For complete detailed lists of features see www.actinic.co.uk/products

Minimum System Requirements

Vendor PC:

- Windows XP, 2000 (service pack 2) or 2003 - 500MHz Processor
- Internet Explorer 6
- 256MB RAM
- 120MB available hard disk space

Web site:

- Windows, UNIX or Linux Server
- Perl 5.004 or later (MD5 Perl module recommended)
- User-writable CGI bin
- Min. 20MB process memory recommended

Actinic Express requires only an internet connection and a web browser

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easy to use
ecommerce



Great value ecommerce products

Actinic Express is an easy to use, online ecommerce system. It provides everything you need to sell on the internet and manage your store from any location. Whatever type of business you have, Actinic Express will get you trading on the internet quickly and easily.

Actinic Catalog provides everything you need to build and manage an online store from a single PC, giving you complete ownership and control. It handles every aspect of running a business web site, from web page creation and catalogue management to order processing and reporting.

Actinic Business includes all the features of Actinic Catalog, with support for more advanced and higher volume ecommerce sites. It offers sophisticated merchandising and order processing features, and integration with Sage Line 50 and QuickBooks accounts packages.

The **Actinic Business Multi-Site** option enables unlimited multiple sites to be developed with a single licence. An **Actinic Business Multi-User** option allows catalogue maintenance and simultaneous order processing across a group of networked PCs.

Full support options

All Actinic desktop products include 30 days' free telephone support and unlimited email support. For a modest annual subscription, Actinic Cover offers ongoing telephone support, free version upgrades and other valuable benefits.

Actinic Express includes telephone support and upgrades at no extra cost.

Actinic also provides a free online Knowledge Base, and has a very active community forum.



Actinic has been a key part of our phenomenal growth. Since opening our Actinic Business site, we've exported our materials to over 50 countries internationally - and to over 900 UK schools.

Jim Riley
Managing Director
Tutor2u Limited



I have found your staff and their technical ability to support your product to be fantastic.

Stephen Turner
Managing Director
Group 55

Ecommerce under your control

All Actinic products enable you to set up your first web site and online store with a minimum of technical knowledge. A Quick Start Tutorial **1** will walk you through the essential first steps to get you started.

Whichever solution you choose, you can create an unlimited number of sections and subsections within your product catalogue; set up product attributes such as size and colour; and add additional text, images and links to your pages. You can also set up accounts for each of your regular customers. **2**

Actinic Catalog and Actinic Business support sophisticated page layouts including list-style pages with a single add to cart button, and additional product information in pop-ups or secondary product pages. **3**

Actinic provides all the site search, navigation and secure shopping cart functionality that your customers need, and generates search engine friendly pages. Integration with leading payment gateways is included as standard. **4** Both you and your customers can receive automatic confirmation of their orders.

All Actinic products include a complete order-processing system. Actinic Catalog and Actinic Business can handle orders by 'phone, fax and post, as well as from your web site. They also support stock-monitoring and back-ordering and can print a comprehensive range of reports. **5**

As your business grows and your requirements change, you can easily upgrade from one Actinic product to another. For companies with very high order volumes, our top of the range product Actinic Business Multi-User offers additional power and flexibility with support for simultaneous order processing on multiple networked PCs.

1



2



3



4



5



Your questions answered

How secure will my store be if I use Actinic?

Actinic provides a high level of encryption for the protection of your customers, and fraud-prevention options that can reduce the risk to you – some of the best protection currently available.

Can I still use my existing payment system?

Subject to your bank's terms and conditions, you can use your existing card processing method for online orders. Alternatively, Actinic integrates with SSL and leading payment gateways including Paypal.

Will my site be visible to the search engines?

We do not offer and do not recommend any form of automated submission. Manual submission by you to the major search engines is the best way to get listed. Once you have done this, Actinic's search engine friendly design usually ensures good ranking. Manual optimisation is provided for if needed.

Will Actinic be able to cope as my business grows?

Actinic's products range from an entry-level solution to options for multiple, advanced and high-volume stores. Integrations with popular accounts packages are available as standard, and others are provided by third parties. So wherever you begin, Actinic can stay with you well into the future.

What if I need to relocate my web site in the future?

Our desktop packages are compatible with most business hosting packages, and in most cases can configure themselves to your chosen web space. Wherever you host your site, they can upload your store there in minutes. All products provide the ability to export product information.



Actinic is superb. It's brilliant how much you can do with it out of the box, yet it's open architecture means it can grow to meet the needs of my web business.

Richard Atkins
Orate.co.uk



For our non-technical staff, the fear factor of ecommerce has now been removed after four years online.

Mike Murphy
thefreemason.com



Actinic is a mature product and achieves everything I want from an ecommerce package for a fantastic price.

Adam Reynolds
collectandplay.com

