

FORTY-FIRST EDITION 2011

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business review



Thierry Letoffe,
Managing Director,
Micropole SA
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BUSINESS MAGAZINE
FOR INTERNATIONAL
ENTERPRISES



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Free year long weather forecasting website

The long range weather forecasting company Weather Trends International is gearing up to push its brand in the consumer markets. Successful in the B2B market for the last eight years, Weather Trends recently adapted its strategy to gain more exposure by launching a free forecasting website, weathertrends360.com. According to the company's CEO Bill Kirk, the idea is to target consumers with a free, easy to use website that provides an accurate long range forecast, and to allow the content to be shown on third party websites to bring in sponsors and advertisers. "The content is unique," says Kirk. "Our goal is to build a brand around long range weather. We want people to know that weathertrends 360 and its capabilities exist."



Kirk claims that when the company lands new retail customers, it also gains a lot of their product suppliers. "Walmart was our first customer," he says. "Now we have a business web portal for customers all over the world such as Johnson & Johnson, J.P. Morgan, Danone, and ASDA. We are one of only a few companies that are independently audited. Our advantage is that we provide weather by day, by week, a year ahead, by location for every single spot on the planet, and our technology is commercially proven. We have 150 Fortune 1000 clients, and in the last eight years, a client retention rate of around 95%. It proves that what we do works." The company's recent push into the consumer space is gaining traction with the recent announcement of a partnership with Pollen.com® a major US allergy website. According to Kirk Pollen.com® is now providing 28 day weather forecasts to

Established in 2002 Weather Trends provides year ahead forecasting coupled with business strategy recommendations. According to Kirk the company's main area of expertise is in the retail supply and manufacturing industry, informing customers on their seasonal merchandising according to the long range weather forecast. "We typically map store locations to weather information," he says. "This allows customers to pull up very specific information about their store locations or the geographies that are important to them. If a customer knows that a particular summer month is going to be the warmest in ten years then they can adapt their product range accordingly. Our core business has been in the B2B area working with retailers, large multinationals, suppliers and also with financial services firms to help them assess how well a particular stock will perform."



Weather Trends International
1495 Valley Center Parkway, Suite 300
Lehigh Valley Corporate Center
Bethlehem, PA 18017
USA
<http://www.wxtrends.com/>

US visitors using weathertrends360. "Our content on Pollen.com allows them to grow their business with advertisers, and we share in their profit," says Kirk. "It gives us a big distribution channel, and it provides consumers with a lifestyle tool helping them to plan ahead for their lifetime events."

