

Applegate is a business to business marketplace, imagine Amazon or eBay but exclusively for business products and services.

The main difference being we do not get involved in the transactions, we simply connect a buyer with a supplier.

On our site a buyer can find the products or services they need via the search bar which brings up matching suppliers. From here they can contact the seller via the information we provide, or click through to the suppliers own website to continue their enquiry.

Alternatively the buyer can place a “Request for Quotation” (RFQ) , which is a service we released 2 years ago, that means we can take over the job of sourcing suppliers and gathering quotes on behalf of the buyer.

The buyer receives email alerts when their RFQ receives responses and they are able to login and compare the quotations provided.

With thousands of suppliers and millions of products on the site we are able to help with any business buying requirement.



- ▶ **Est 1996** (Actually pre dating Google in the UK) as a site for Engineering and Manufacturing sourcing.
- ▶ An average of over **10,000 searches** made by buyers each working day.
- ▶ **66,000 registered users** (we do not force registration, its only required for those placing an RFQ).
- ▶ **Over 1 Billion in value of RFQs** placed since release of Applegate PRO 2 years ago (prior to that we were a search engine only, you could not place RFQs).
- ▶ **35% of users come directly** to Applegate
- ▶ **65% through content** from our pages being picked up in external search engines.
- ▶ **99.7% of people coming to Applegate “self source”** a supplier versus asking us to gather quotes for them via placement of an RFQ.



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Q

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You searched for 'no entry sign'

Show:

All categories

28 results



[No Entry Sign 200mm x 300mm](#)

Part code: 1073873x2 404

Price: £7.69

Manufacturer: Centurion Europe

Delivery 1-2 Days Free UK Delivery Centurion No **Entry Sign** Size: 300x200mm PVC


Self adhesive back 1 per sheet No **Entry** Image Words

Supplied by

[R and R Security Services](#)

Request a Quote

[View on supplier's website](#)



[No Entry Sign](#)

Part code: INFR-11-bl

Price: 25.00

Manufacturer: Yester Home

A classic 'No **Entry sign** which stops potential intruders from going any further. This no **entry sign** is cast in solid aluminium in our British foundry. Once cast it is coated in a tough weatherproof powder coated finish. The raised cast in wording is then hand painted in our studio. All of our driveway **signs** come complete with the relevant fixings.

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Supplied by

[Yester Home Ltd](#)

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RFQ Title: [Leaflets](#)

Delivery Location: **Barnstaple**

Supplier Name	Response Received date	Quotation valid to	Grand total	Total excluding delivery	Delivery charge	Attachments	Product details	Notes	Actions
Hudson Group Ltd	29.03.18	28.09.18	£59.00*	£50.00	£9.00	72192.pdf (153.0KB)	show		View response Send Supplier a message
Orange21	23.03.18	24.04.18	£39.00*	£39.00	£0.00		show		View response Send Supplier a message
AA Promotional Products	22.03.18	30.04.18	£52.00*	£40.00	£12.00		show		View response Send Supplier a message

* Prices quoted do not include VAT

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Company Overview

Users who have raised requests for quotes on Applegate



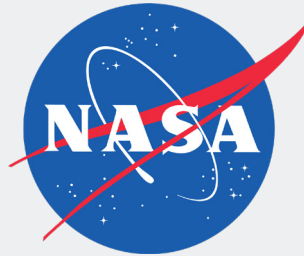
CabinetOffice



**COX
GOMYL**



AIRBUS



**Massachusetts
Institute of
Technology**



MINISTRY OF DEFENCE

BRITISH AIRWAYS



dyson



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EXETER



BAE SYSTEMS

**exeter
college**



**Brunel
University
London**



UNIVERSITY OF
OXFORD

SPACEX

We have two user types. Buyers and Suppliers

Buyers use the site entirely free of charge. They can self source suppliers using our search or ask us to gather quotes for them.

Applegate is funded by the Suppliers, they pay a annual or monthly fee to be a member. Our belief is that if we have buyers the suppliers will come so we focus our user generation around getting buyers to use the site.

How is this done?

► Organic Traffic

Applegate has millions of pages of content. With this amount of content external search engines such as Google, Bing, Yahoo etc will often display pages from our site in search results. 65% of buyers coming to Applegate arrive via this means. Of course after this point we aim for them to come back to us directly in the future by providing a good buying experience.

► Aneka

Applegate have developed a piece of software called “Aneka” that searches the net constantly for people looking for business products and services. It auto searches Linked In, Facebook, Twitter, Reddit and many other sites for key phrases. We then have a team dedicated to calling these buyers, explaining our service and registering them to place the RFQ.

► Email Broadcasts

Our email data base of business buyers exceeds 300,000 opt'd in records. We are sending broadcasts constantly reminding them of the services and asking if the need quotes (for example currently we are doing car leasing as its the new plates).

► Enterprise

We also have our Enterprise offering where we have a team that visits larger business to implement a “white label” company branded version of Applegates procurment portal within the company in order to help them ensure staff apply buying best practice.

