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### **Puig relies on BeRepublic**

**The interactive agency will deal with the development of its international extranet application management of advertising material.**

**Barcelona, October 2009.** The prestigious Catalan perfume, cosmetics and fashion group Puig has entrusted BeRepublic with the redevelopment of its internal application tool to manage the graphics.

The objective of this new redevelopment is to improve its user friendliness, develop new functions and add improvements so that the application is faster, clearer, more dynamic and efficient, improving the day to day of all the group's branches which use the tool at an international level.

The project is included in BeRepublic's e-business division, specialized in the development of business applications such as intranet, extranet, on-line sale systems, post-sale management or internal digital signage channels.

Presently, Puig sells its products in over 130 countries and has its own branches in 22 of these.  
[www.puig.com](http://www.puig.com)

**About BeRepublic:** BR is an agency dedicated to Advertising in the new media, Interactive Communication on the web, Social Media, Mobile Marketing and Digital Signage. Founded in 2005 by Gerard Olivé and Jordi Sanllehí, it has offices in Barcelona, Madrid and Andorra. At present the team is made up of over 30 persons, with 40 open accounts for more than 25 clients, among which Grupo Danone, MediaMarkt, Corporación Dermoestética, Barceló, Vueling, RBA Editores, Quantum Air, Puig, IESE, "La Caixa" and Tele5 stand out.