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## Datamark launches packaging portal

SÃO PAULO, 01/29/02 - Market research firm Datamark today launched the portal **JUST 121** for the packaging sector. The site will connect suppliers, manufacturers and consumers and is expected to handle R\$200 million worth of transactions by the end of this year, according to executive director Maurice Max. This equals 2% of the sector's annual billing, estimated at US\$10 billion.

**Just 121** will offer online product catalogues, and will allow users to request quotes from suppliers, said executive director Maurice Max. To display products on the site, manufacturers must pay R\$4,000 per month. Transactions are commission-free.

Just 121 portal was developed in partnership with the companies Intershop and Key Commerce. Xtra Source is in charge of the call center and Diveo provides the hosting.

(Chiara Quintão, Gazeta Mercantil- Translated by Maja Vikiands)



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