



## **Introducing a brand new Mint**

*Bureau van Dijk launches a fresh new version of its B2B Mint range*

Bureau van Dijk (BvD), one of the world's leading business information publishers, is launching an enhanced version of its Mint company databases. The revamp includes more dynamic searching, contemporary screen design and enhanced user navigation. The first product to be available in this new format will be Mint UK which covers 3.8 million companies and is used extensively in a sales and marketing environment. This new Mint will be available during the week beginning 7<sup>th</sup> November. Mint was originally launched in 2004.

Businesses use the Mint products to create targeted lists for campaigns, research prospects, to enrich and refresh their in-house data and for lead generation. Mints can be integrated with CRM systems and workflows. A popular Salesforce App has been available since 2010.

Highlights of the new version include: intelligent, and faster, company searching; improved visibility of Mint's most popular search terms; more options to customise results; LinkedIn contact integration; clear company reports, including a one page summary - all within a re-designed, contemporary user interface.

"Our Mint range has always offered a streamlined user experience. It's a simple way to manipulate data and ideal in a B2B marketing environment. We've created this new version, using new technology, to optimise our users' information experience. We're really proud of our new Mint. It's simple to use but very powerful." said Tony Pringle, BvD's managing director for the UK and Ireland.

BvD will continue to run the existing version of the software alongside the new version. BvD's other Mints, including the global version covering 90 million companies, will be available in the New Year.

Non clients can register for a free trial of Mint on [mintbusinessinfo.com](http://mintbusinessinfo.com).

Ends

Photographs of Tony Pringle and preview screenshots of Mint are available on request.

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Bureau van Dijk

**About Bureau van Dijk**

Bureau van Dijk (BvD) is one of the world's leading business information publishers. It has three product ranges:

The classic range includes the market leading Fame, Amadeus and Orbis. These products give users a vast range of searching and analysis options and detailed financial information.

The Mint range offers streamlined searching – ideally suited to a business development environment.

The Catalysts – this new range tailors BvD's products and data for specific research projects including company valuations, transfer pricing, procurement, credit analysis and compliance.

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