

## The new site on line

### Ten years in internet, three with the news



New look for [www.vaccari.it](http://www.vaccari.it), but not only from a graphical point of view. In the meantime, the company celebrates ten years in the net and three years for “Vaccari news”, with 1,850 news published, stored in the database on line

**Vignola** (Modena), 8 March - Clear, simple and fast the **new site** by Vaccari srl, already on line at [www.vaccari.it](http://www.vaccari.it).

“At last -the editor, Valeria Vaccari, says- we can offer our public the product of two years of work, and we hope that our site will continue to be appreciated -as in the past”.

The layout is now more modern and clean, and some colours identify the main sections: philately in blue like the company’s logotype, books in grey and “Vaccari news” in orange.

It is possible to move from one section into another without losing general references, as the most used menu always remain within mouse reach.

“In its basic form the site is now complete and operative, but we will continue checking and improving it. We have still many projects under way, and we will inform the public about them step by step”.

With the cooperation of surfers. “We welcome proposals and suggestions to enrich this great container, in order to offer collectors more and more information and entertainment”.



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### **Three years of "Vaccari news"**

The change of the site coincides with the third anniversary of "Vaccari news", a real portal for philatelic and postal information.

"From 8 March 2003 we have published 1,850 news, almost two every day, without any break or holiday. We have followed the Italian area (therefore Italy, San Marino, Smom and Vatican) with particular attention, without losing contact with what happens abroad: issues, meetings, curiosities, editorial events and much more. "Vaccari news" has become a reference point with a double value: it gives information and, thanks to the on line archives, it represents a permanent store of the recent past, always available and free".

### **Ten years of commitment**

The relation between Vaccari srl and internet started in 1996, when the company created a small section devoted to books. From the beginning, not a simple "window". The site, in fact, already worked with a function of "e-commerce": it was possible to buy the products directly using the shopping cart. Collectors could easily find specialised titles, which were not available in traditional bookshops.

The electronic space has grown in time, with the addition of other sections and philatelic products, the auction and net price catalogues, the sale of used books, books about history and military history (1x1), the electronic version of "Vaccari magazine", the first Italian philatelic magazine to be on line.

Then, "Vaccari news" and the space devoted to press releases, some other pages (the presentation of the company, the links, the different forms for the public...), the part relevant to the more formal and commercial aspects.

"Now -Valeria Vaccari continues- the site is complete and, above all, it has a unique structure, that is one main working system: it is not possible to see it, of course, but such a complex structure could not work without it".

### **The main novelties of the site**

The search system: it works on all the contents of the site and it is possible to search a sole section (philately, books and news), or more sections at a time. Moreover, any single section has its own specific search box.

The shopping cart: it has been completely renewed and made easier to use thanks to a series of mandatory stages, even taking into consideration the new e-commerce regulations. The new elements introduced make the choice of payment and delivery methods really simple.

Through the personal data registration it is possible (but not mandatory) to have one's data recorded, in order not to have to digit them every time.

Secure server: those who choose to pay by credit card can feel safe, as their data will not be recorded in the server. Once the order is completed, the different following stages are protected by the international protocol "Secure socket layer" (Ssl), which encrypts data and information, so as to grant maximum protection.

More attention is given to those who have a slow connection. The length of the page has been reduced so that it is possible to download texts and images faster, without the risk of losing parts of them. "In the near future -Valeria Vaccari anticipates- we will include the choice of how to visualize the page, even with the complete list, so that those who have a fast connection can avail themselves of greater potentialities".

The bookshop is more detailed. In the descriptive table of each book, there will be more information, when available in digital format, such as the contents, biographical references for the authors, presentation, awards. "Authors, publishers and dealers who wish to cooperate can send us their material in a digital format so that we can offer their work a better visibility -Valeria Vaccari concludes- giving at the same time a better support to customers".

