



## **PRESS RELEASE**

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### **Powr-Flite Selects MarketLive to Develop New E-Commerce Web Site**

Powr-Flite, a division of Tacony Corporation and a leading manufacturer of commercial cleaning equipment for more than 35 years, has selected MarketLive ([www.marketlive.com](http://www.marketlive.com)) of Petaluma, California, to create its new business-to-business e-commerce Web site.

According to Rob Godlewski, Vice President of Marketing for Powr-Flite, the new site is being designed to:

- Help differentiate the Powr-Flite brand
- Streamline site management, making it easier to upload and make changes to the current site
- Enhance marketing operations for the company
- Better serve Powr-Flite's customers.

MarketLive has already worked with another division of Tacony, Nancy's Notions ([www.nancysnotions.com](http://www.nancysnotions.com)), an e-commerce site that has proved to be successful for the company.

"I am very happy to begin working with MarketLive to build our new site," says Godlewski. "The new site will help our customers better understand our product line so that they can make a more thoughtful decision and select the product that best meets their specific needs."

Godlewski emphasized that a key goal of the new site is to increase customer satisfaction and service.

"This is important to us," he says. "We plan to put a lot of time and energy into [the new site] and hope it will become the standard for value and customer service in the jansan marketplace."

Now that MarketLive has been selected, Godlewski says that planning and design of the site will begin shortly. The new site is expected to be launched within the next few months.

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### **About Powr-Flite**

Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment and carpet extractors for the professional cleaning industry. Based in Fort Worth, TX, the company has over 20 patented designs and its products are recognized throughout the world for their innovation, durability, quality and performance. Their products are marketed directly to end-use customers as well as through distributors throughout the North America, Europe and the Far East.

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## **About MarketLive**

Since 1995, MarketLive, Inc. ([www.marketlive.com](http://www.marketlive.com)) has provided enterprise-class eCommerce retail technology and services. In use by over 100 mid-market retailers, MarketLive is essential in implementing and operating successful eCommerce sites for these retailers. The extensible, scalable MarketLive® Intelligent Commerce Platform is the industry's first Commerce-as-a-Service™ offering, and is built on the proven best practices-based Intelligent Selling methodology. It enables merchants to enhance their customers' experience online while dramatically improving acquisition, conversion, and retention rates. MarketLive is the most effective, fully featured, customizable eCommerce solution on the market today. MarketLive powers successful retail eCommerce sites including Peruvian Connection, Bon-Ton Stores, Sport Chalet, Dr. Perricone M.D., Gaiam, Title Nine, Sur La Table, French Toast, Burpee Seeds, and many others.