



## **Powr-Flite Announces Major Changes to Website - Adds Videos, Top Seller Lists, and More**

*Powr-Flite manufacturer of professional cleaning equipment, reports that it has made several recent updates to its website as part of an ongoing program to make the site more personable, informative, and helpful to our customers.*

Fort Worth, TX ([PRWEB](#)) July 12, 2011 -- Powr-Flite ([www.powr-flite.com](http://www.powr-flite.com)), manufacturer of professional cleaning equipment, reports that it has made several recent updates to its website, “as part of an ongoing program to make the site more personable, informative, and helpful to our customers,” says Dave Miles, who heads the company’s e-commerce department.

Miles lists among the key changes scores of videos demonstrating and discussing the company’s primary products.

Many of the videos have also been placed on the company’s new [Facebook](#) and [YouTube](#) pages.

The videos, according to Miles, reflect the fact that “web videos are now a medium of their own. They create opportunities [for companies] to become very close to their end-customers, a type of relationship that has rarely existed before.”

Many other Internet marketers agree that Internet videos will become increasingly powerful because they take advantage of two senses that are automatic with most people: site and sound.

“People naturally gravitate to things they can see and hear,” says Internet marketing guru Anton Wrinkler, “and, even more important, they are often better able to remember the message.”

Along with the videos, the revamped website also lists Powr-Flite’s best selling products by category — vacuums, floor machines, extractors, etc.

Miles says this is certainly not a new marketing strategy, “but it’s kind of amazing how many [Web] visitors check out the top-selling machines first. People really do value what others think about products.”

He adds that additional changes and features are in the works for the website along with the company’s social media sites.

“This really is a work in progress. In fact, it will probably always be changing and evolving,” he says.

\*Sept. 2, 2010, study by BizReport, a news site focused on online marketing trends.

### About Powr-Flite

Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment including floor machines and carpet extractors for the professional cleaning industry. Based in Fort Worth, Texas, the company has more than 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 North America, Europe, and the Far East.



Company Contact Information:

Powr-Flite

Gary Pelphrey, Marketing Director

[g.pelphrey\(at\)tacony\(dot\)com](mailto:g.pelphrey@tacony.com)

800.880.2913

3101 Wichita Court

Fort Worth, TX 76140

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**Contact Information****Robert Kravitz**

Altura Solutions Communications

<http://www.alturasolutions.com>

773-525-3021

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