

Cleanlink News March 29 2011

## **Powr-Flite Adds Parts Locator To Website**

Powr-Flite, Fort Worth, Texas, added an entirely new section to its website, [www.powr-flite.com](http://www.powr-flite.com), to allow visitors to locate specific parts for all of the company's machines.

The new section is named "Parts Now" and permits users of Powr-Flite cleaning equipment to locate virtually any part-from screws, washers, and gaskets to entire equipment housings-for the machines they are using.

"We realize many of our end-user customers do a lot of their own equipment servicing and repair," says Dave Miles, e-commerce manager for Powr-Flite.

"We want to make it as easy and cost effective as possible for them to get the parts they need whenever they need them."

The Parts Now section is categorized by product and includes schematics drawings for each machine so users can easily find specific parts that they are interested in.

"The schematics make finding the part needed very easy," adds Miles.

Currently, 17 of Powr-Flite's most popular machines have been added to the new section. Miles says that by the end of this year, schematics for most all of Powr-Flite's equipment will be online.

In addition to the new online parts section, Powr-Flite has also

been adding several new "action" videos to its site that demonstrate features and benefits for many of the company's products.

"This is also a work in progress," says Miles. "We started making videos of our most popular products, like our backpack vacuums and carpet extractors and will soon have videos online for most of our equipment."

The company launched its current Web site last year. Miles adds that the new site has many features that the company is just now tapping into.

"The site is growing and evolving and we expect to make a number of changes and updates in the next several months."