

Powr-Flite website

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Powr-Flite® Launches New Website

Fort Worth, TX — [Powr-Flite](http://www.powr-flite.com) (www.powr-flite.com), a leader in commercial floorcare products for more than 35 years, has launched its new eCommerce Web site, which is designed to improve the end-customer experience.

The site took nearly one year to develop and, according to Adrian Zavala, Web Manager for Powr-Flite, who was directly involved with the new site's development, "The difference between the new site and the old one is like night and day."

One of the key goals of the new site is to reduce the amount of time it takes Power-Flite end customers to find, understand the features and benefits of, and select cleaning tools and equipment.

This has been accomplished by providing more in-depth descriptions of the equipment, downloadable specifications, shipping and returns policy information, and even customer reviews.

Other changes and enhancements include these:

- The number of "clicks" it took a Powr-Flite customer to make a product selection has now been cut in about half.
- The shopping cart is also readily accessible from any page, making shopping more convenient and less time-consuming.
- The new site has an advanced account-management system that allows customers to view their online purchase history, recommend items and discuss product details, and add products to a supply list for future purchase.
- The site provides easier online management of customer shipping, billing, and contact information.

"We [also] wanted the site to be much more customer-focused," says Zavala. "We feel we accomplished this and believe the new site has even raised the bar for Web sites in the professional cleaning industry."

About Powr-Flite

Established more than 40 years ago, Powr-Flite manufactures a full line of floorcare equipment 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. The products are marketed directly to end-use customers as well as through distributors throughout the North America, Europe, and the Far East.