



PRESS RELEASE

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J&M Shop-by-Room Feature Enhances Distributors' E-Commerce

Canfield, OH – September, 2014 -- Distributors can **boost their e-commerce sales with J&M Technologies' "Shop-by-Room" feature** that provides a sophisticated online buying experience unlike any other currently available in the industry. The program, called the Facility Product Selection Guide, **immediately recognizes customers as they log-on to a distributor's e-commerce website and provides a "shop-by-room" interactive experience that suggests products specific to their needs, facility type, and room they are viewing.**



"Our customers report a significant increase in sales overall when they install an e-commerce site," notes John Manzoian, president of J&M Technologies. "The 'Shop-by-Room' experience takes e-commerce to a new level by uniquely recommending items that a customer may not have considered and streamlines the buying process for those items."

The "Shop-by-Room" feature accesses the distributor's inventoried items and is fully integrated into the J&M e-commerce software. As the customer moves from room-to-room during the "Shop-by-Room" interaction, the program automatically suggests a number of products in the distributor's

inventory that would be applicable to the facility area and the surface to be cleaned or maintained, such as disinfectants for bed rails in a hospital or degreasers for machinery in a manufacturing plant. Each product displays additional information and an image for easy selection. At that point, the customer can quickly “click to purchase.”

Once a product selection is made, the system automatically suggests similar items that others have purchased to further increase sales.

The Facility Product Selection Guide with the “Shop-by-Room” feature is applicable for mobile tablets, laptop and desktop computers. Visit www.jmcatalog.com for more information or call 330-533-9000.

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