



PRESS RELEASE

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A New ERA in Distributor Rep Sales Tools Unveiled by J&M Technologies

Interactive, Mobile Application Merges Facility Needs with Distributor Inventory

Canfield, OH – November, 2012 – J&M Technologies, the leader for online ordering, electronic, and print catalog applications, announces the introduction of Electronic Rep Assist (ERA), a revolutionary mobile application designed to maximize sales opportunities on every sales call as it instantly merges a facility's needs with a distributor's current inventory.

The ERA application allows a sales rep to access an interactive program, initially displaying a screen that is market-segmented by major industries: Industrial, Education, Hospital/Healthcare, Nursing Homes, Hotels, Commercial/Office, Restaurants/Foodservice and Retail. With each screen touch, the application drills down with details of the chosen facility type and the various areas of that facility. For example, if the sales rep is visiting a school, the application can guide him to information about a specific area in the school building, such as the athletic department locker room.

The program will then suggest the different cleaning tasks that are needed in the locker rooms and provide product solutions from the distributor's inventory. From there, the rep can pull up a more detailed description of the suggested product, an image of the product, and its current price.

"This application is an indispensable new sales tool for distributors and their sales force," says John Manzoian, president of J&M Technologies. "For experienced sales reps, it assures no product is

overlooked when solving a customer problem or meeting their need. Inexperienced reps will be confident in their sales situations in suggesting the best product for the customer.”

ERA is designed for use on mobile tablets, but can also be used on laptop and desktop computers. Visit www.jmcatalog.com for more information or call 330-533-9000.

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