



PRESS RELEASE

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For Immediate Release

J&M Technologies Unveils the Next Generation of Its E-Commerce

Canfield, OH – August, 2017 – Want to give your customers an exceptional online ordering experience? The new e-commerce Internet Order Entry program from J&M Technologies surpasses all expectations in graphics, content, and ease-of-use. The redesigned platform features an updated graphic layout and many sales-encouraging features such as faster search tools, detailed product information, manufacturer literature, embedded videos, and additional purchase suggestions for each selected item.

Overall, the new format is graphically more appealing with larger images, easier access to navigation, and a more prominent search bar. The new navigation bar is simplified with drop-down product category specifics, allowing for easier access to products. The product category pages enable visitors to search by various attributes, such as manufacturer, color, size, etc.

Individual product pages provide all the information a visitor needs to make a purchase decision. Each page has easily identifiable tabs for accessing product description, specifications, videos, manufacturer literature (such as brochures, sell sheets, operator manuals, parts lists, etc.), and suggestions for accompanying products.

“The key to having a successful online catalog and ordering system is to make it easy for users to find products, evaluate them, and order them,” states John Manzoian, president of J&M Technologies. “This new e-commerce platform meets the current trend for simple graphic layout and extensive product information. We’ve also populated the product pages with

additional sales tools such as manufacturer literature, brochures, and videos. Purchasing an item is simple and the program automatically suggests additional products to accompany the item choice.”

The J&M Technologies’ Internet Order Entry product provides distributors the ability to further customize their websites with the company’s logo, banners, colors, and other options. The shopping cart catalog is created from the J&M Technologies’ database of descriptions, videos, manufacturer literature and images of over 350,000 janitorial, paper, packaging, food service, and safety products assembled from over 1,500 manufacturers.

J&M Technologies introduced the first JanSan e-commerce program 18 years ago and continues to be the leader in online ordering systems for independent distributors. The company continues to work with JanSan distributors to provide the most effective electronic sales tools in the industry. Its products include Internet Order Entry (and its mobile application), Print Catalog Creator, interactive Electronic Rep Assist, and Facility Product Guide. For more information visit www.jmcatalog.com.

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