

Ematting.com “The Mat Man” Online to the World

“We have cut 100’s of man hours with the Electron package and become a truly ecommerce business.”

– David Turner, Managing Director, Ematting.

Based in Melbourne, Australia, Ematting’s portfolio includes 19 years experience in exceptional knowledge and expertise in matting related products and services for industrial, commercial and retail customers. Ematting strives to provide personal care to their customers’ unique requirements, a central contact for all enquiries and a 110% money back guarantee on all products and services.

Why Electron® ?

David Turner approached iP³ Systems as he could see the potential of the Electron Commerce Solution contributing to Ematting’s strategy of growing the business into the No. 1 Australian household name for online floor matting products. Ematting found that their existing selling process was both antiquated and was unable to reach the target demographic market. Ematting was keen to grow their market share, expand their market reach and sell globally online. Ematting chose iP³ Systems due to the functionality and capabilities of the Electron B2B and Electron B2C products in achieving these objectives.

The Benefits of the Electron® Commerce Solution

“Electron is a self contained ecommerce package that enables us to run our operations, maintain the communications, and ensures smooth trading transactions with our suppliers and customers. Through the Electron, we are able to perform all ecommerce functions within one software package.” – David Turner, Managing Director, Ematting.

The Electron B2C Commerce Shopfront is live 24 hours 7 days a week. This is virtually non-existent in the traditional bricks and mortar environment of the retail world, enabling their shop, Ematting.com, to be accessible and transactional around the clock all year round.

Benefits are infinite; cash flow issues are solved, Ematting can cover a wider market and they have found that customers prefer dealing with the Ematting Electron eCommerce site, which is delivering a very user friendly experience. Ematting is excited with their Electron as it has added a new dimension to their business; delivering strong revenue streams into the future.

“Prior to dealing with iP³ I had no idea that ecommerce packages had come so far. iP³ were exemplary in their ability to get us online and transacting in a very short time with excellent customer service and an enthusiasm that at times exceeded our own. It was a pleasure to have a company excited by what they can do for you. I would recommend iP³ systems to any organisation whatever size or industry you are in.” - David Turner, Managing Director, Ematting.

Visit Ematting Electron® Shopfront at <http://www.ematting.com>



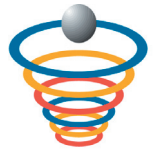
For more information on Electron® and Ether®, visit www.ip3systems.com.

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Ether™



Electron™