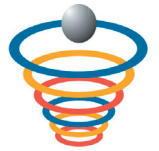


**“Whether it is trading with the general public or other businesses, the team at iP<sup>3</sup> guided us and our customers through each and ever intrinsic process with quality training and education”, said Albert Morcos, Operations Manager of Metro**



Ether™



Electron™

## Innovating Lifestyle Choices products

Based in Melbourne, Metro Innovations is a family owned company in business for over 10 years. The company specialises in Lifestyle Choices products, including the Bloom Dead Sea Life products. The Bloom Dead Sea Life comprises specially formulated skin care products using the unique mineral qualities found in the Dead Sea of Jordan.

### The Electron® Commerce Solution

Metro Innovations first television advert went to air on the morning of 10 February 2003. The iMetro Electron Commerce successfully dealt with all the online orders placed from that time. The advertising campaign also reached a large number of traditional retail businesses interested in stocking the Bloom Dead Sea Life products in their own shops. With the buyer-specific catalogue functionality of Electron Commerce, Metro Innovations have been able to develop new business relationships in the market by offering special wholesale prices to those who procure from iMetro Electron Commerce.

“When seeking solutions to our eCommerce challenges, we looked no further than iP<sup>3</sup> Electron Commerce solution”, said Albert Morcos, Operations Manager of Metro Innovations. “They adressed all our concerns as well as some new ones we didn’t realise The Professional Services team at iP<sup>3</sup> have always been helpful and understanding to our business needs.”

For further information, please refer to:

<http://www.imetro.com.au>

iP<sup>3</sup> Systems Ltd  
Level 16, 499 St Kilda Road  
Melbourne  
Victoria 3004  
Australia

Worldwide Enquiries:  
Tel: + 613.9682.7551  
Fax: + 613.9682.7553  
<http://www.ip3systems.com>

Features and screen shots shown may not correspond exactly to the released product.

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