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**TRENDWAY IMPROVES DEALER  
ON-LINE ORDERING**

Holland, MI . . . Trendway is now offering its dealers a new and improved on-line ordering system, which reduces time and effort needed for placing all orders. "What sets this program apart," says Aquan Singleton, Trendway e-business manager, "is the ability for the dealer to create specials on-line and change lead-time of orders with 'one click.' In some other programs specials remain a manual fax process."

The improved on-line ordering system is important because it guarantees a clean order. Trendway's system will notify the user when something is wrong, catch the common errors that might be missed, and check such background issues as package quantity and product integration. "On-line orders go directly to our business system so that in three hours or less our dealers have on-line acknowledgement," adds Singleton.

This easy-to-use program gives the dealer a shopping cart with standard and express lead time catalogues with service parts and specials right on line. It can import SIF from any design software or ERP system with SIF export capability. Trendway offers on-line training demos 24/7. And from August through the end of year, Singleton will provide on-site training for products, design software, and e-business tools.

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TRENDWAY  
CELEBRATES  
**35**  
YEARS  
1968-2003

## Trendway Improves Dealer On-line Ordering continued

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“We expect most of our dealer’s will be using this program,” says Singleton. “No special software or additional dealer investment is needed. All that’s needed is access to a web.”

So far, dealers are happy with the improved system. The ability to increase the speed in which orders are turned around and to guarantee their accuracy has enhanced Trendway’s customer service capabilities dramatically.

Based in Holland, Mich., Trendway Corporation manufactures private and open plan office environments and seating distributed throughout North America. Products include Choices®, an extremely functional, high-value furniture system, Contrada® systems furniture including the highly acclaimed Contrada Raw and Power Arch, TrendWall® Moveable Wall System, and Trendway Seating by Interstuhl, office seating for all environments. In 2003, Trendway will celebrate it’s 35-year anniversary of providing high-performance, fully integrated product lines and excellent customer service and support programs. For more information on Trendway, please call (616) 399-3900 or visit [www.trendway.com](http://www.trendway.com).

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