

# Access Display Group, Inc.

TEL: 800-289-1539 FAX: 877-842-5126

E-MAIL: [customerservice@accessdisplaygroup.com](mailto:customerservice@accessdisplaygroup.com)

## Press Release

### Access Display Group Completes First B2B E-Commerce Website

#### Freeport, New York., January 28, 2010

Access Display Group, Inc., a leading designer, manufacturer and distributor of changeable poster displays and other wall mount and floor standing signage display fixtures for numerous industries has completed its first e-commerce website; Displays4Sale.Com

Although, the site has been running for several months, not all of the display categories were featured until this week. The site now offers over 12 categories of display fixtures including poster display frames, restaurant menu cases, dry erase marker boards, outdoor displays, shadow box cases, poster stands, banner stands, enclosed bulletin boards and changeable letterboards. These displays are targeted to B2B buyers with wide-ranging signage and display fixture applications.

While initially up and running, website improvements were made by adding features such as downloads to product information and instruction sheets, highlighting best sellers, order processing tweaks and other design modifications were implemented to make the customer experience as smooth as possible.

The company manufactures a patented multi-purpose, swing open poster display frame and other Swingframe displays that are used for wide-ranging visual applications in retail stores, corporate offices, institutions, government agencies – *in all industries.*

All Swingframe branded display fixtures are now offered with various options and can be viewed and purchased directly at Displays4Sale. Swingframe display products include: Classic Poster SwingFrames, SwingFrame Designer Shadow Box Cases, SwingFrame Enclosed Bulletin Board displays, "SwingStands" Poster Stands, SwingFrame Changeable Letter Boards, SwingFrame Backlit and LED Lightbox Displays.

Access Display Group still has its corporate website Swingframe.com with many products linked to Displays4Sale.com to provide online purchases. Displays4sale.com was designed for enhancing the customer experience with detailed information and product photos, as well as simple secure online ordering. Just as important, the scalable design platform allows the company to quickly and efficiently add new products, update product pricing and any shipping costs.

In addition to ease of navigation, and product search function, the customer login provides a record of purchases that can be accessed by many returning customers. Once customer information is recorded online any discounts associated with that account can be applied automatically whenever a purchase is made.

"Although we receive many calls from designers and architects that want to talk to us about their project needs, there are many other buyers that know what they are looking for. If it's a standard display with all the right features, they prefer to purchase online." states Craig Abrams, Marketing and Sales Director for Access Display Group. "We've made the process of purchasing easy not only with credit cards but also accepting purchase orders online as well. As a result, many corporations, healthcare, schools, and military and government agencies will find Display4Sale.com online PO purchasing capabilities a great benefit that works with their only way of doing business."

#### About Access Display Group, Inc.

Access Display Group, Inc. (ADG) founded in 1992, designs, manufactures and distributes a multitude of visual display fixtures; poster displays, sign frames, shadow box cases and floorstands including its patented multi-purpose changeable frame and display system branded as "Swingframe". Thousands of corporations, retail stores, institutions, design and architectural firms—all businesses, small and large, in every industry have purchased standard or custom built displays.

Major USA and International customers include well-known companies, such as Staples, Verizon, Macy's East and Nine West, Tasti D-Lite, Six Flags and Stride Rite. In addition, ADG has provided displays for numerous Government Agencies and Military Facilities.

**For More Information visit Access display Group's Corporate/Manufacturing Website:** [www.swingframe.com](http://www.swingframe.com)

**All Swingframe poster frames, Floorstands and display cases can be viewed at:** [www.displays4sale.com](http://www.displays4sale.com)