



For Immediate Release

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HUNTER ANNOUNCES WEB-BASED RETAILER SUPPORT PROGRAM EXCLUSIVELY FOR FURNITURE MANUFACTURERS

Philadelphia, PA – Whether you support 50 or 5,000 retailers, it isn't easy keeping them up-to-date with your latest information. Product lines change fast. New collections and pieces are introduced all the time. SKUs are discontinued. New marketing materials become available. Contact names need to be updated.

Do you expect your retailers to keep your brand image and message consistent in the marketplace? It almost seems like an unreasonable expectation. It's hard enough for retailers to focus in on building their own brand image, let alone trying to support yours.

Hunter, a brand and strategic marketing firm based in Chester County, PA has developed an innovative web-based application called the Retailer Brand Support Center, or RBSC. "We've identified a real need in the industry for helping manufacturers better support their retail base," says John Willis, President of Hunter. "The goal of the RBSC is to provide all the marketing support information retailers need in an easy-to-use, up-to-date, secure website. But beyond that, it's designed to build a system of communications with retailers."

The RBSC program has been developed with three main components. First is a secure website for manufacturers to offer all their digital assets (image library, logos, ads, price lists, parts lists, promotional materials, etc.) for retailers to download and use in their own store's sales and marketing efforts.

Second is an email broadcast feature which allows manufacturers to stay in communication with their retailers. Email broadcasts are used to alert retailers to new content available on the website, notice of discontinued items, product specials, co-op programs and opportunities, reminders to order ad materials, send out invitations to attend market, and many other purposes.

The last component of the RBSC is ongoing maintenance of the website to keep the content up-to-date. Adding new images, deleting discontinued product, updating price lists, and adding new advertising materials keeps the site fresh while providing retailers the latest marketing tools they need to succeed.

The RBSC will support a manufacturer's sales force by communicating with retailers faster and more efficiently than they ever can, saving them time and allowing them to focus on more sales.

"For retailers, the RBSC is like having your marketing department online. All information is available 24/7 in an easy to use format," says Willis.

Hunter is a strategic marketing company that focuses on brand building to build equity and increase sales. The Retailer Brand Support Center can help any furniture manufacturer strengthen and support its retailer relationships. With over 20 years of experience, Hunter has helped local and national brands reach their sales potential.

For more information about Hunter, go to www.rjhunter.com or contact Bruce Milley at bruce@rjhunter.com or 877.363.0606 x802. For a demo of the RBSC website, go to www.rjhunter.com/rbsc/.