



**FOR IMMEDIATE RELEASE  
SEPTEMBER 29, 2014**

**RM INNOVATIONS PARTNERS WITH THE INDUSTRIES MAJOR RUG MANUFACTURERS TO HELP BRICK & MORTAR RUG RETAILERS GET ON-LINE WITH A GREAT WEBSITE & E-COMMERCE**

**Louisville, Kentucky –September 29, 2014**

RM INNOVATION & many of the industries large rug manufacturers, Safavieh, Nourison, Momeni and Dalyn, have partnered to help their brick & mortar retailers get online with a great website and e-commerce presence starting at \$199.00/month.

*"We're very excited about this new internet website program we've developed," stated David Khazai, President & CEO of RM Innovation. "We all know that our rug consumer searches the internet prior to visiting the store, and with this partnership program rug retailers can tap into our massive library of 200,000 SKU's and 1.5 million images to show, tell and sell their products locally," added Khazai.*

*"The program evolved out of our visit to the Las Vegas Market when we went to many of the industry's largest suppliers and asked the question: What is the major constraint in doing more business?" Patrick Bain COO of RM Innovation added. "They all stated the internet and the fact that 50% of their brick and mortar retailers lacked a web presence and that the large online retailers were dominating over the local brick & mortar retailers," Bain stated. We put our heads together and came up with a cost effective, full service marketing and selling solution that retailers could implement quickly, efficiently and inexpensively," Bain added.*

*"We call it the V.I.P Program," added Bill Napier, Contract CMO for RM Innovation. "It stands for 'Vendor Internet Partner' Program. I knew from past experiences we needed the manufacturers to embrace an online selling solution for the local retailer carrying their line. By using our existing technology to manage and run the backend of this web platform, and enhancing it with a beautiful front facing website, we have created selling solution to help manufacturers and retailers sell more rugs locally and online," Napier added. "The best part is that we manage all the vendor catalogs; new introductions, eliminating discontinued item, all the images, prices, and adding additional images when they become available. We manage everything, the vendor partner catalogs and the retailer's website insuring everything is up to date **with real time updates**. The offer is exclusive to our vendor partners and limited to 100 retailers per vendor partner" Napier emphasized.*

*The program is designed to be very simple to subscribe to,” added Patrick Bain. The vendor contacts their retailers to subscribe to the VIP Platform and the retailer gets a special price of \$199.00 with that vendor partner’s complete catalog which could consist of thousands of SKU’s. “After they fill out some basic information, they will be online in a few days,” Bain added. There are NO CONTRACTS or upfront fees and the retailer gets their first month FREE to test drive their new website platform.*

*“This is the solution for local rug vendors to compete with the Wayfair and Amazon’s of the world. Participating retailers can add as many vendors as they want, starting as low as \$49.00/month from our huge catalog.” Khazai added. “We are very committed to helping 'local' rug retailers do more business in their selling area where it’s proven that the local consumer would rather shop. Everything we do at RM Innovation is to help the small to medium size retailer win the online battle by building better technology to grow their business,” stated Khazai. We believe the local retailers should have access to the same technology and selling tools as the big online retailers, and with this program and other solutions we’ve developed, retailers can now level the playing field,” added Khazai.*

*“The program will be debuted at the upcoming High Point Market in the Retail Resource Center, Space #10. Retailers can sign up at the market and have a website by the time they get back from market,” added Napier. Or they can go online and start the process today at: [www.rminnovip.com](http://www.rminnovip.com). “This is just the beginning of technology and internet based brick and mortar solutions we’ll be launching over the next few months,” added Patrick Bain. “At the Vegas Market we’ll be launching a full P.O.S. system that integrates the web with social media, inventory management, logistics, advertising and more starting at \$299.00/month, with NO UPFRONT dollar commitment,” Napier added. “We believe that technology is the means to level the playing field and we can offer it with a minimal investment and no long term commitments....so stay tuned,” Napier stated.*

### **About RM Innovation**

For over 20 years RM Innovation has been developing and implementing technology solutions for brick and mortar retailers to help them do more business in their local markets.

With over 200 years of collective knowledge and experience in the home furnishings category, they have the retail and ecommerce solutions that have been handcrafted and fine-tuned for data management, point of sale, inventory, logistics and Omni-channel marketing.

For more information, visit RM Innovation at The High Point Market or contact them directly

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