



## **PRESS RELEASE FOR IMMEDIATE RELEASE**

### **CMather.com builds new eCommerce site for SignSmart Pty Ltd**

Melbourne, Australia (PRWEB) May 23, 2008 -- Chris Mather - Group Operations Manager for Asia Pacific announced the completion of a new project for customer SignSmart Pty Ltd. "We have been working closely with SignSmart to build an eCommerce application to suit their business needs." said Chris Mather. Over 5,000 stock lines and 3000 product groups were created on behalf of the customer's requirements.

SignSmart is a renowned Australian company providing signage, engraving and screen printing service. In business for over 20 years, the proprietors decided to move the business to the next level by offering all their products and services to the entire world. CMather.com was contracted to design a solution to automate online sales and increase productivity to the local workforce. "The challenge was to capture, enhance and increase SignSmart productivity by providing a streamlined solution for all web applications", said Mather. The project was completed and fully operational in less than three months.

"We never thought SignSmart will be operating over the internet to thousands of customers all over the world. The process and implementation that CMather.com carried out was cost effective, to budget and on time, what a great outcome", said a spokeswoman for SignSmart Pty Ltd.

Today SignSmart is a thriving business with over 800 unique visitors per day and over 10,000 products online. "SignSmart web project was a challenging but rewarding experience to CMather.com. Not only did it show how multiple applications came together, it reiterated how a group of designers, application consultants and programmers can work to achieve this wonderful outcome", said Mather. SignSmart with custom SEO and marketing solution is ranked high in the search engines and provides the owners with new customers on a daily basis.

SignSmart and the partnership with CMather.com have elevated this business to levels unseen in years. Increase in sales, inventory replenishment rates, custom orders and most of all job satisfaction.

#### **About CMather.com:**

CMather.com offers web hosting, design services, domain names, search engine, advertising and eCommerce applications to over 20,000 users daily. For more information, contact Chris Mather 1300 628 437 or visit the link below for additional information.

**Web:** <http://www.cmather.com.au/>

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**SignSmart Pty Ltd:** <http://www.signsmart.com.au/>