PDF Power Brand

Rotherham, England (PRWEB) Feb 24 2009 - Dan Blackburn and Alex Jordache officially announced today the release of a new and improved version of the popular PDF branding and viral marketing software application, PDF Power Brand.

"Alex [Jordache] and I are very excited about the release of the latest version of PDF Power Brand, viral marketing and list building software", said Blackburn. "Alex had been working for me as a freelance coder for several years before we teamed up on this project in late 2008. He is an excellent php coder and project development manager".

"The truth is, I was really struggling before I teamed up with Alex. Unfortunately, the app did not work well on low ram Vista systems and with more and more people wanting to use the application on Vista operating systems every day, it was becoming a serious problem. I had lost touch with the original software engineer and every engineer I hired could not fix the problems. Maybe it's because Vista got better, or maybe it is because Alex is a genius. All I know is, we now have fully tested and working software again and I am confident that as a team we will be able to handle any future issues".

"The app was a mess!" said Jordache, "Rather than trying to work around all the inherent bugs, I decided to start again from scratch, the original code was C++ we started again in Delphi. Actually, most of the credit for coding the software has to go to my very capable friend Acruc. I have known Acruc for 7 years now and I knew he would be the right man for the job. Hiring Acruc gave me more time to work on all the features for members that Dan wanted to implement.

Blackburn interjects, "Alex is an incredible php coder - I've always know that. Everything I asked him to make happen, he was able to do. As well as redeveloping the software in a more up to date programming language, Alex coded some highly effective viral marketing benefits into the PDF Power Brand web site and made all my ideas become real. I think the one most important aspect of bringing a software application to market is good communication between the developers and the marketers. I handle the marketing side and Alex handles the techie stuff. We make a great team!"

When asked to go into details about some of the benefits, Blackburn explained that he simply could not do so without talking to me for longer than the time we had available, and suggests that anyone who is interested in knowing more should subscribe to the PDF Power Brand blog or call him at the number opposite.

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