



16745 West Bernardo Drive
Suite 400
San Diego, CA 92127

Contact

Miva, Inc.
Magdalena Buchwald
mbuchwald@miva.com

**Miva Announces Royal Swimming Pools as Winner of Blades eCommerce Award
for Best Feature at MivaCon 2019**

– eCommerce Site Recognized as Best in Class in 7th Annual Event –

San Diego, CA – MAY 17, 2019 – Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants for over 21 years, recently named Royal Swimming Pools, the leading online distributor for Vinyl Swimming Pools in the U.S., as the winner of the 2019 Blades eCommerce Award for Best Feature. The [2019 Blades Awards](#) recognize excellence in design, functionality, customer experience, branding, and efficiency in eCommerce sites launched on the Miva Merchant platform in 2018.

The Best Feature category included several other finalists selected from numerous submissions for consideration for the Blades Awards. Royal Swimming Pools was nominated for their online swimming pool kit configurator, which was designed to make the often tedious and daunting task of designing a pool simple, easy, and even fun. Royal Swimming Pools was announced as the winner of the Best Feature Blades award in a live ceremony on Thursday, March 14, at [MivaCon 2019](#), Miva's annual gathering of industry leaders, eCommerce store owners, developers, agencies, and Miva partners.

“Our primary objective was to streamline the ordering-to-purchasing process in a way that eliminated the possibility of pairing errors, resulting in more peace of mind for our customers,” says Johnny Davis, EVP for Royal Swimming Pools, “This was an excellent collaboration with Miva that gave us exactly what we wanted and needed to sell our complex product.”

Royal Swimming Pools has found that this new feature's main achievement so far has been an enhanced mobile shopping experience with unlimited future expansion possibilities.

“The Blades Awards celebrate revolutionary thinking in eCommerce,” says Rick Wilson, CEO of Miva, Inc., “With their swimming pool kit configurator, Royal Swimming Pools has created a shopping experience that sets a new standard for their market by educating, engaging, and delighting customers.”

Royal Swimming Pools’ award-winning eCommerce website can be found at www.royalswimmingpools.com

About Miva, Inc

Since 1997, Miva has delivered expertly-designed eCommerce solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end eCommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise eCommerce solution from a single source. Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit miva.com for more information.