

# FOR IMMEDIATE RELEASE

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## DistributorCentral Announces New eCommerce Platform: PEAK

DistributorCentral is launching PEAK, the most user-friendly eCommerce solution in the promotional product industry.

**Gardner, Kansas** — DistributorCentral is launching a new eCommerce platform, named PEAK which will revolutionize the buying experience for the promotional products industry, giving distributors a world-class eCommerce solution for a fraction of the cost. PEAK includes a limited catalog of top products from the industry's top suppliers, simple retail-inspired checkout, advanced search filtering, production-ready online design tool, SEO-optimized products, and instant virtual samples across the entire catalog. The new platform is offered exclusively to DistributorCentral's PRO distributors.

PEAK is a significant milestone as part of a long-term strategy to modernize the promotional product industry and showcases DistributorCentral as the leader in the industry for eCommerce.

*"Instead of making excuses about why our industry is so complicated and why it isn't easier to order promotional products online, we decided to embrace the challenge. We took best practices from all the top online retailers to create an eCommerce platform that end-users have come to expect and will want to use." –Jason Nokes, President*

Customers interested in PEAK can see it work on DistributorCentral's demo website: [peak.distributorcentral.com](http://peak.distributorcentral.com). PEAK is currently in limited preview with select distributors and will be generally available later in 2018.

### About DistributorCentral

DistributorCentral is an award-winning technology service provider for the promotional products industry, offering a range of cost-effective online resources, including: the industry's fastest product search, eCommerce websites, order management, email blasts, and artwork services. DistributorCentral offers a free-to-use product database for distributors. Learn more about DistributorCentral at: [www.distributorcentral.com](http://www.distributorcentral.com).