

NuORDER iPad App Updated with Barcode Scanning Feature

Users can now immediately scan items to visual orders and proposals

Los Angeles, Calif. — May 13, 2015 — [NuORDER](#), the #1 B2B eCommerce Platform, is excited to announce the release of its newest feature: barcode scanning.

Barcode scanning will enable NuORDER users to scan products instantly to visual orders, quotes and custom catalogs.

The feature is packaged with the update of NuORDER's best-in-class iPad app, which works on and offline.

"We know barcode scanning feature will be highly beneficial to brands, allowing them to service more customers, more efficiently," said Heath Wells, NuORDER cofounder and CEO. *"In the tradeshow and showroom environments, buyers and sellers can simply scan a barcode, the way a customer does at a checkout counter."*

Barcode scanning captures orders in a fraction of the time, allowing brands to cover more accounts per selling day and to spend valuable face time with buyers more constructively. Items can also be instantly scanned to visual proposals/catalogs for increased upselling.

Additionally, barcode scanning minimizes order-entry error — a common area of revenue loss. Brands without product barcodes can use NuORDER to easily create and print them to labels.

According to Wells, *"Initial users have already seen a 3X increase in the number of brands they can service in the sales environment. The ROI on a feature like this makes it a must-have for any wholesaler."*

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About NuORDER

NuORDER has been dedicated to helping businesses increase their B2B sales since 2011 and currently empowers B2B eCommerce sites for over 600 vendors and 100,000 buyers. NuORDER provides sales teams and buyers one central place to browse products and catalogs, access up-to-the minute sales and inventory data, and place orders from their computer or our mobile app – 24/7/365. NuORDER is flexible and scalable, with a rich feature suite to support any business – regardless of whether you're selling designer jeans, consumer electronics or beauty products. Contact us today at info@nuorder.com / 310.954.1313 or visit us at NuORDER.com for more information.