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NuORDER to Have Strong Presence at Liberty Fairs Tradeshow

Best-of-Breed Multi-Vertical B2B eCommerce Platform Returns for 4th Consecutive Year

Los Angeles, Calif. — Aug. 15, 2015 — [NuORDER](#), the #1 B2B eCommerce Platform, is gearing up for a strong presence at [Liberty Fashion and Lifestyle Fairs](#) tradeshow, convening at the Sands Expo Center, Las Vegas, Aug. 17 – 19, 2015.

“Fashion and lifestyle apparel is where we launched our multi-vertical, digital wholesale platform,” said Heath Wells, NuORDER co-founder and CEO. *“My co-founder and I come from this market segment and have been working with fashion brands and retailers for a long time, so we particularly look forward to having a strong presence at Liberty Fairs.”*

Brands utilizing NuORDER’s robust platform at tradeshows like Liberty will be able to utilize the barcode-scanning feature to help save time and see more accounts per selling day, capture notes quickly with the iPad app and send visual recaps of meetings.

Established clothing brand [Original Penguin](#) capitalizes on these tradeshow benefits, stating: *“We can now show multiple seasons at the same time and have experienced a 35% increase in confirmed, onsite orders. Each rep is now seeing at least ten accounts per selling day, whereas they could only see six accounts per selling day before using NuORDER.”*

Brands can also quickly send visual catalogs/linesheets of suggested products pre-show and easily perform post-show follow-up.

Those interested in seeing a 20-minute demo of NuORDER’s digital wholesale platform are encouraged to pre-schedule times.

“Come see us at The Network section, located in the center of the show floor, where we’ll be available to answer questions and give demos,” said Owais Farooqui, NuORDER Director of Marketing. *“We can send a representative to your booth to provide a demo. Reserve a demo time now, as they are filling quickly.”*

Those interested in reserving a demo time can visit NuORDER.com/request-demo, call Payton Travis at (310) 954-1313 ext. 1007 or email Payton.Travis@NuORDER.com.

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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.