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Kresta Partners with U.S. Technology Company to Streamline Off-Site, In-Home Sales

Malaga, Western Australia—Kresta Holdings Ltd. (KHL), the largest window coverings provider in Australia and New Zealand, has chosen an advanced software-hardware system by Solatech, www.solatech.com, a U.S. company, to help better automate their field sales staff.

“It’s a powerful sales automation system,” says Tass Zorbas, Kresta’s managing director. “If a customer cannot come into one of our many showrooms, we can grab the SalesPRO® system and go to them. We believe it is the ideal tool for our sales representatives to make the in-home experience better for the customer. It saves time, eliminates costly errors, and is so simple to use.”

The software/hardware package, Solatech’s SalesPro®, allows sales representatives to take and place orders directly from a customer’s home, and the entire process is automated through the use of: Bluetooth® Laser Measuring Device (LMD), handheld Tablet PC, portable printer, and other easy to carry and use technology tools. Orders are immediately configured, validated, and priced on the Tablet PC screen, then invoiced—the customer’s signature is captured right on the PC screen—then synchronized at the nearest showroom before being sent electronically to Kresta’s nearest manufacturing or distribution facility.

A web-based showroom management system is also being utilized to further enhance the customer experience once the order reaches the showroom.

Zorbas says his company's relationship with Solatech is a great fit. "We learned of Solatech from their very successful work with Budget Blinds, the largest blinds retailer in the U.S. Solatech and Kresta share the same customer-centric values and demand for highest quality and service."

Ray Soltis, Solatech's CEO, agrees, "Kresta is certainly an amazing company. We've learned a great deal from them about the Australian and New Zealand markets and truly believe the SalesPRO® will give them the power of choosing, buying and selling curtains, blinds and shutters anywhere and by anyone. It makes for a more enjoyable and more efficient process for the sales representative and the customer. Plus, it will all but eliminate measuring and pricing errors and that saves the company real money."

"Solatech gives us a unique next-wave technology expertise that will help Kresta grow. It's a definite competitive advantage," concludes Zorbas. "Now we can easily put our products in every home on this continent."

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