



January 9, 2023

Pro Towels partners with Web Services Pros and ShopWorks to launch their PromoStandards Catalog Integration

Pittsburgh, PA - At the launch of the PPAI Show in Las Vegas, Pro Towels and Palmetto Blankets is pleased to announce our partnership with Web Services Pros - PromoLink and ShopWorks that the Pro Towels Catalog endpoints are live with PromoStandards integration standards.

Pro Towels with this partnership, has launched the following endpoints: Product Data 2.0.0, Inventory 2.0.0, Product Pricing and Configuration 1.0.0 and Media Content 1.1.0.

Mr. Kevin Nord CEO and Owner of Pro Towels said, "We are so very proud of our key partnership and working relationship with Web Services Pros and ShopWorks in taking our information technology integration to the next level." He further stated, "our hope is with these new PromoStandards endpoints, that the Pro Towels and Palmetto Blankets products, catalog and its inventory is easily accessible to all that wish to gain access."

If you are interested in getting access to these new live endpoints, please meet with Neil Friedman at the Pro Towels Booth #2926 & #2927 at the PPAI Las Vegas show.

Robert Guler CEO of Web Services Pros "It has been an amazing undertaking modernizing Pro Towels Catalog in preparations for this launch. To meet Pro Towels' stringent requirements and deadlines, our team had to put their PromoStandards knowledge to the test, and the resulting solution for integrating PromoLink with PromoStandards and ShopWorks is stronger than ever."

If you want to learn more about Web Services Pros and their PromoLink Product, please meet Robert Guler and his team at Booth #4460 at the PPAI Las Vegas show.

Jay Malanga CEO of ShopWorks and the entire ShopWorks team "had an amazing time integrating the Pro Towels systems to the ShopWorks Onsite system, implementing their ManageOrders API, and the new ShopWorks Pay system to bring this integration full circle. ShopWorks is so very proud of what was accomplished this past year to make the dream of PromoStandards Catalog integration a reality for a customer like Pro Towels."

If you are interested in learning more about the ShopWorks Onsite, ManageOrders API, or ShopWorks Pay system please meet with ShopWorks at the ShopWorks Booth #3460 at the PPAI Las Vegas show.



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ABOUT PRO TOWELS

Pro Towels is the largest towel supplier to the promotional product industry. We offer in house screen printing and embroidery services to support a broad product line of beach, golf, and sport towels. Additionally, we carry lifestyle products, blankets, and other beach accessories to complement our towel line.

Pro Towels upholds superior product quality standards, award winning decoration and delivery of your order, exceptional international manufacturing capabilities, domestic manufacturing capabilities, innovative products, and solutions in the towel category.

Our mission is to become your business partner and provide you with the solutions to best fit your promotional needs. With our expertise and award-winning customer service department, we will track your order from beginning to end so that you are sure to get the absolute best finished product. We abide by the PPAI Code of Conduct.

Visit Pro Towels at www.protowels.com

Member of: ASI / 79750 | PPAI / 112755 | Sage / 52093 | UPIC/protowel

ABOUT WEB SERVICES PROS

Web Services Pros is an integration solution provider that focuses on building strong and long-term relationships with customers to assist them in meeting their scalability and automation objectives using cutting-edge technologies.

Our real-world business experience spans over a decade, with a highly dedicated and knowledgeable team.

Through our PromoLink platform, we thrive on providing solutions that innovate the Promotional Industry. PromoLink simplifies the integration of Suppliers, Distributors, Decorators, and Customers.

Visit Web Services Pros at www.webservicespros.com

ABOUT SHOPWORKS

ShopWorks' OnSite business management software solution was created to help screen printers, embroidery companies, digital printers, award companies, and promotional product companies run their shops better. It was created by industry experts specifically for our industry. The ShopWorks team has pulled a squeegee, threaded a needle and called a customer to collect on an account. All of this experience has been translated into our OnSite business management software product.

Visit ShopWorks at www.shopworx.com

Posted by: Scott Daugherty of the Pro Towels and Palmetto Blankets Family