

FOR IMMEDIATE RELEASE

Lighting Strikes Twice: Pro Towels and Web Services Pros Celebrate Two Years of Collaborative Success

Pittsburgh, PA - [Pro Towels](#) and [Web Services Pros | PromoLink](#) proudly marks the second anniversary of their groundbreaking partnership, a synergy that has reshaped the landscape of the promotional products industry. At the PPAI Show in Las Vegas, these two companies are excited to showcase their continued achievements in PromoStandards Integration.

In 2023, Pro Towels, in partnership with Web Services Pros, launched their PromoStandards Catalog Integration, a milestone celebrated at the PPAI Show in Las Vegas. The partnership has since flourished, introducing PromoStandards endpoints, including Product Data 2.0.0, Inventory 2.0.0, Product Pricing and Configuration 1.0.0, and Media Content 1.1.0, seamlessly integrated into platforms such as SAGE and Distributor Central / Order My Gear.

Kevin Nord, CEO and Owner of Pro Towels, expresses his joy in the ongoing collaboration, stating, *"Our partnership with Web Services Pros has truly elevated our information technology integration to new heights. The PromoStandards endpoints have made our products and inventory easily accessible to all, and we are thrilled to celebrate two years of successful collaboration."*

Looking back, Robert Guler, President of Web Services Pros, shares his thoughts on the journey, "Revamping the Pro Towels Catalog for this launch was truly a ride. Our team's dedication to meeting Pro Towels' high standards and tight deadlines has solidified our commitment to achieving excellence in PromoStandards integration."

As the collaborative journey between Pro Towels and Web Services Pros continues to grow, both companies invite industry professionals and enthusiasts to visit their booths at the upcoming PPAI 2024 to discover more about the innovative solutions and opportunities from this dynamic partnership.

For those interested in learning more, please visit Pro Towels at Booth #1624 and Web Services Pros | PromoLink at Booth #2863.

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 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 a software integration solution provider that strives to develop strong, long-term relationships with clients to help them achieve their goals through cutting-edge technologies.

As the creator of PromoLink, we thrive on bringing solutions that innovate the Promo Industry. Our cloud-based platform, PromoLink connects all role players including Suppliers, Distributors, Decorators as well as Customers.

Our real-world business experience spans over a decade, with a highly experienced team.

Visit Web Services Pros at www.webservicespros.com