



Press Release

Source: Innovative Technologies

Sub Bulb comes on board

Arcadia Florida based Sun Bulb starts using GrowerLive 1st quarter 2010

January 2010

Arcadia, FL: Sun Bulb, a big box retail supplier for orchids and bromeliads, being faced with the increasing pressure to switch to VMI (Vendor Managed Inventory) has recently contracted with Innovative Technologies Group, creator of GrowerLive. GrowerLive is a web based application that acts as a complete sales and management tool that plugs growers into their sales locations.

GrowerLive will allow Sun Bulb the ability to increase efficiency in several areas. By bringing up to the minute information in house, GrowerLive eliminates the need for outside merchandising costs and shows them inventories at each of their Home Depot locations. Sun also discovered that GrowerLive would help them reduce shrinkage and effortlessly stock to the rate of sale.

Deke Darsey, CEO of Innovative Technologies said, “GrowerLive is specifically developed for growers like Sun Bulb. The increased efficiency could help them save a substantial amount of time and money.”

ABOUT INNOVATIVE TECHNOLOGIES: Based just outside Tampa, FL, Innovative Technologies primarily develops Business to Business applications. They have long term relationships with a wide variety of industries including over 17 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.