



Press Release

Source: Innovative Technologies

GrowerLive Helps Delray Plants Identify Inefficiencies

Delray Plants seeks and finds the benefits of GrowerLive

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Venus, FL: Delray Plants, a Foliage Industry Leader, being faced with the increasing pressure to switch to VMI (Vendor Managed Inventory) has recently met 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.

The meeting was arranged to allow Innovative Technologies the opportunity to illustrate the benefits of GrowerLive to Delray Plants and how it can help them save millions.

GrowerLive will allow Delray Plants the ability to increase efficiency in several areas. By bringing order writing in-house, GrowerLive eliminates the need for double order entry. Outside merchandising costs will be greatly reduced. Delray 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 Delray Plants. 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 12 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.

ABOUT DELRAY PLANTS: Based in Venus, FL, Delray Plants has been a Foliage Industry Leader since 1968. Delray Plants is dedicated to continuing production of quality foliage at exceptional value, utilizing the newest technology and ideas, while retaining the values and service that our company was founded on.