Dynatronics Launches E-Commerce Website

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SALT LAKE CITY, July 15 /PRNewswire-FirstCall/ -- Dynatronics Corporation (Nasdaq: DYNT [1]) today announced the launch of its e-commerce website at dynatronics.com. The new website offers thousands of products for clinics and medical practitioners, particularly targeting the physical medicine market.

"The new, easy-to-use website is a key marketing tool for Dynatronics," said Larry K. Beardall, executive vice president of sales and marketing. "We believe it will help sales grow to new heights. It's an important step for our expansion into the national account and group purchasing organization segments of the market, which require online ordering capability. It will also expose our products to other new groups of online customers. Functionally, the website creates new ways for customers to communicate with the company to request quotes, arrange for product demos and check on their accounts."

Beardall also pointed out that customers will be given incentives to order online. "Not only will they get the best pricing on products by ordering online," he explains, "but they will also be able to track shipments and know when their orders will be delivered. In addition, the website vastly enhances the ability of our salespeople to generate quotes for customers through a new e-quote system module."

Dynatronics anticipates that the new website will lead to reduced transaction costs, decreased order-entry errors and increased order processing efficiencies, which are expected to boost the company's competitive edge in the market.

"Most importantly, over the coming year we expect to see real improvement to the bottom li
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