



Twisted-Grip.com Develops New "EZ Product Finder" for its E-Commerce Site

New technology allows over 6000 motorcycle accessories to be automatically categorized to simplify the search for what is available. Now, customers can quickly and easily find, compare, and buy with a familiar, hierarchical interface of products available.

Placentia, CA., ([PRWEB](#)) September 8, 2003 -Grip.com is proud to announce the addition of the EZ Product Finder to it's e-commerce site. Months of development work have yielded a new technology to allow Twisted-Grip.com to "automatically categorize" the over 6000 products available at Twisted-Grip.com. With the automatic categorization of products complete, customers at Twisted-Grip.com can easily find, compare, and buy motorcycle accessories by "browsing" with a familiar, "hierarchical structure" to display the categories and products available at Twisted-Grip.com.

The categories and products can be browsed by using either the default "All Manufacturers" or "By Specific Manufacturer". Currently, the list of Manufacturers available includes: ACERBIS, AZONIC, BLUR, FAST50s, MAXIMA, O'NEAL, RK, RTT MOTORSPORTS, SCOTT and SUNSTAR. "Our customers are very knowledgeable with regard to their favorite manufacturers." said Steve Anderson, President of Twisted-Grip. Anderson emphasizes that, "Giving our customers at Twisted-Grip.com the choice to shop by Manufacturer greatly simplifies the shopping at our site."

Products are grouped into 9 major categories, including: Casual Wear, Chemicals, Drink Systems, Luggage & Cargo, Offroad Gear, Parts & Accessories, Promotional, Street Gear, and Tools. In addition, the number of sub-categories is currently greater than 100. "The EZ Product Finder's category structure basically walks our customers through the process of finding, comparing, and buying what they want." says J. D. Seal, Marketing Vice-president of Twisted-Grip.com.

The EZ Product Finder has been built using Sun Microsystems Java Plug-In 1.4. Java opens up a wealth of exciting possibilities for consumers. It enables just about any application -- including games, tools, and information programs and services -- to run on just about any computer or device. From desktop PCs to mobile handheld devices and cell phones, Java today is just about everywhere.

"With the addition of the EZ Product Finder, we have given our customers the "ease of shopping" experience they have been asking for." Says J. D. Seal, Marketing Vice-president of Twisted-Grip.com. "Now Twisted-Grip.com offers categorized products, combined with our previous ability to provide great pictures and descriptions in order to maximize our ability to make it easy for our customers ability to shop, compare, and find what they might be looking for."

About Twisted-Grip.com:

Twisted-Grip.com is combined effort of Read Technologies, Inc. of Irvine, CA and Twisted-Grip Cycle Sports of Placentia, CA. Twisted-Grip.com is committed to providing its visitors with a complete website to see and read about the motorcycle parts, accessories, and apparel they need before they buy. To learn more visit the website at www.Twisted-Grip.com.

About Read Technologies:

Read Technologies has provided "Quality Solutions Since 1987" and currently offers customers it's



"RSWeb" technology (patent-pending). RSWeb gives users a Revolutionary NEW Business-to-Business (B2B) Web Content Generation Service (<http://www.readtech.com/rsweb/webcontent.htm>), which automates the delivery of authorized web content, as well as provides an integration to e-commerce shopping carts, report generation and customer communication. To learn more about Read Technologies Inc., visit their website at www.readtech.com

About Twisted-Grip Cycle Sports:

Twisted-Grip Cycle Sports opened its retail doors in June 2003 with the objective to be the number one local shop for motorcycle, watercraft and ATV parts and accessories; as well as to be an active and vocal member of the industry by providing continual support of safety within the sport. To learn more about Twisted-Grip Cycle Sports, visit their retail store at 310 East Orangethorpe, Unit K, Placentia, CA 92870.

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Online Web 2.0 Version

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