



CONTACT: Jeff Herrera
Vice President, Marketing & Channel Development
press@guidance.com
310.754.4000

Tech to Commerce Recognized in IR Top 1000

Attributes Much of Their Success to Partnership with Guidance

MARINA DEL REY, Calif. (April 20, 2017) – Guidance, a customer centric commerce services provider that enables branded manufacturers, distributors, and merchants to accelerate growth, announced today that Tech to Commerce, a Guidance client since 2015, has recently been recognized as an IR Top 1000 merchant.

Tech to Commerce designs, owns and operates a portfolio of websites including **essentialhardware.com, pupdaddy.com, marinescreens.com, Yumza.com, and Gracegreens.com**. All of these sites are uniquely positioned in their respective business verticals. Tech to Commerce originally came to Guidance to help them solve some of the technical challenges they were experiencing with their flagship site, essentialhardware.com. Guidance was able to clearly identify the issues and fix the theme and codebase and perform the necessary upgrade to the latest version of Magento Enterprise Edition. As a result, Tech to Commerce can now further scale their business, leverage any customizations without duplicating efforts, and take advantage of significant cost savings and operational efficiencies. Online revenue growth for essentialhardware.com is almost 60% with average order value (AOV) increasing 2.52%.

“The IR Top1000 is a major milestone for Tech to Commerce and we are very grateful to Guidance for playing such an instrumental role in helping us get there,” said Ben Schwartz, Chief Technical Officer at Tech to Commerce. “It’s rare to find a partner with so much digital commerce experience and expertise across so many disciplines and a culture where the spirit of partnership and commitment to the highest quality work is at the heart of everything they do.”

“Tech to Commerce is 100% committed to providing its customers with the absolute best shopping experience possible,” said Jeff Herrera, Vice President of Marketing and Channel Development at Guidance. “Entry into the IR Top 1000 is only the beginning for Tech to Commerce who is well on their way for continued growth and reaching their full digital commerce potential.”

About Guidance

Guidance is a customer centric commerce service provider dedicated to growth oriented mid-market and enterprise branded manufacturers, distributors and merchants in both B2C and B2B with industry leading practices in omni-channel retail strategies, mobile, conversion rate optimization, customer experience, innovative design, and complex system integration. Since 1993, national flagship retailers and consumer branded manufacturers have relied on Guidance’s expertise to facilitate more than \$5 billion in web, mobile and social commerce.



Brands such as Foot Locker, Johnny Was, Robert Graham, Munchkin, Yamaha, Burlington, Kate Somerville, Sole Society, Brixton, HUF Worldwide and others, have engaged Guidance to build more than 300 world-class, omni-channel websites and mobile applications that captivate, engage and encourage loyalty.

Learn more at <http://www.guidance.com>.

###