



For Immediate Release

Contact: Tipton Clark
Comprehensive Computer Services Inc.
(860) 223-6476, Ext. 312
tip@ccsifw.com
<http://www.foot-works.com>

LOWA Boots, LLC Implements FootWorks™ Software For North American Distribution

Stamford, CT. – LOWA Boots recently announced the decision to implement FootWorks™ Software System after careful evaluation of competitive systems. LOWA’s continued growth in the mountaineering, trekking, and walking boots, as well as the ski boot industry was a key factor in their decision to make the change.

“The fact that FootWorks™ was focused exclusively on the footwear industry was one of the main reasons we went with them,” said Dana Parmelee, Controller for LOWA Boots. “Their system offered many features not available in other systems, including a mature sales force automation system that was scalable as our company grows,” said Parmelee. “The sales order processing and customer service functions were superior to other software packages, and their responsiveness at every stage in the evaluation process made the decision that much easier,” went on Parmelee.

“FootWorks™ is the result of over 20 years dedication to providing footwear companies with integrated software systems specifically designed for that industry,” said Paul Sanderson, Vice President of Sales at FootWorks™ Software Systems. “Our software offers competitive advantage in many areas including order processing, warehouse management, EDI and sales force automation.”

Based in New Britain, Connecticut, FootWorks™ Software System provides a scalable suite of highly functional, integrated software modules specifically designed for footwear importers and distributors.

LOWA Boots is located in Stamford, Connecticut, and offers a line of premium boots and shoes that are unsurpassed in design and wearability.

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