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Produce Pro creates the Checkout App for its users' customers.

Woodridge, IL (October 15, 2011) – Produce Pro Software plans to launch its custom smart phone application at PMA Fresh Summit on October 15th in Atlanta, Georgia. This is the first smart phone application in the perishable industry to be made by an ERP software company for its users' customers.

The mobile app is native to both iOS and Android devices. Produce Pro's Checkout App will allow its users' customers to place orders on their smart phones. For example, when Joe's Produce Company, who is running Produce Pro Software, purchases the Checkout App, their app is created with an image that is branded to their company. The app is then made available in the Android Market and Apple App Stores for Joe's Produce customers to download. In a society where 1 out of 2 Americans will have a smart phone by the end of 2011, smart phone applications are becoming major players in ordering online.

"We want to see each and every one of our customers succeed and with the explosion of smart phones and mobile applications many customers can use the application to market their business, increase orders, and provide better service to their customers," said Dave Donat, Produce Pro President. Produce Pro's Checkout App is just another way they show their dedication to providing their customers the tools they need to grow their company and serve their customers.

The application will communicate with the customer's Produce Pro system to update products, special offers, pricing, and delivery date specifications, so no separate changes to the application are needed. When a customer accesses the app, they can view their product profile, which shows them their commonly ordered products; this will make the ordering process faster for every customer. They also have the option to search the company's full product offerings through a variety of search options. The Checkout App interface is user-friendly with easy to navigate product categories and visually appealing product pictures and checkout screens.

To view the application on an iPad, iPhone, and Android devices visit Produce Pro Software's booth #4253 at the PMA Fresh Summit in Atlanta, GA. For more information on Produce Pro Software or to request a demonstration visit their website www.producepro.com or give them a call at 630-395-9600.

About Produce Pro:

Produce Pro is the industry leader in providing fully integrated, customizable software solutions, training and strategic business consulting to fresh produce businesses in North America and Canada. For the last 20 years, Produce Pro has been supporting many of the best-run companies in the fresh produce industry providing an end-to-end solution that includes sales order entry, purchasing, inventory management, routing and logistics, accounting, E-commerce, EDI, document imaging, analytics, and warehouse management. For more information call 630-395-9600 or visit our website at www.producepro.com.

If you would like information on how Produce Pro can help your business please contact Courtney Heim at 630-395-9600 for more information.