

All New Powerhouse® Products Website

Memphis, TN – The Powerhouse® Products website has been redesigned to ensure shopping for specialty tools at “The 24 Hour Tool Store” is easier than ever.

The redesigned www.powerhouseproducts.com website puts all of the Powerhouse® specialty and performance tools at your fingertips, 24 hours a day, 7 days a week. Easy-to-use drop down menus that sort tools by use make every product you need just a few mouse clicks away. If you already know what you need, just type it into the search bar; the entire Powerhouse® product line is fully searchable. An integrated Wishlist feature allows you to save a list of your favorite items in order to let friends and family know exactly what you need or want while a “What’s New” section lets you browse through all of the latest tools, images, press releases and more. An expanded technical support page features the all-new Live Chat instant messenger that connects you to a real Powerhouse® technician, right from the webpage. The new Powerhouse® website was completely redesigned from the ground up to make researching and shopping for specialty tools and equipment an easy and pain-free experience.



Quick Facts

Product: Redesigned Powerhouse® Products Website

Social Media Pitch: The Powerhouse® website has been completely redesigned with new features to ensure shopping for specialty tools is a hassle-free experience

Features & Benefits:

- Redesigned www.powerhouseproducts.com website puts customers first, making shopping for specialty tools & performance tools easier than ever
- “What’s New” section spotlights latest Powerhouse® products with images, press releases & more
- Safe & secure checkout lets you shop from the comfort of your own home 24 hours a day
- Expanded tech support connects users to technicians with the all-new, real time Live Chat instant messenger
- Wishlist feature allows you to save a list of your favorite items and share it with friends & family

About Powerhouse®

Powerhouse® is the premier online store for engine builders and automotive machinists, providing tools and measuring instruments that are the industry standard in precision and durability. As part of the COMP Performance Group™, Powerhouse® utilizes the resources of the largest R & D team in the performance aftermarket to enable the discovery of innovative ways to make your job as an automotive machinist or performance engine builder easier and more efficient. Powerhouse® also has state-of-the-art diagnostic equipment and specialty tools for unique tuning applications, as well as an endless supply of “how-to” automotive reference materials, including books, manuals, videos, DVDs, etc. For more information about Powerhouse® and its products, visit us online at www.powerhouseproducts.com, or call us at 1.800.872.7223. Also follow us on Facebook at facebook.powerhouseproducts.com or Twitter at twitter.com/PowerhouseTools.

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