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For Immediate Release

## **Structural Concepts Launches Fresh, New Sales Rep Portal**

On the heels of launching its new website, [Delivering Fresh. Always. | Structural Concepts](#), in late 2023, Structural Concepts Corporation announced the release of its new state-of-the-art online sales portal.

The digital platform was developed to provide each of its independent sales representatives across North American with a customized dashboard creating instantaneous accessibility to real-time data and information, including a multitude of sales and market reports, product updates, and other resources, thus making the presentation and selling of the manufacturer's fresh food displays and merchandisers as seamless as possible.

"We are delighted to have launched our online sales portal, which will provide an enhanced experience for both our sellers and buyers alike," said Alex Tappé, Vice President of Sales for Structural Concepts. "By simply logging into a centralized repository, our sales reps can be informed on all facets related to Structural Concepts and take immediate action. The output of this robust tool will further add value to the strategic partnerships with our customers."

The new online tool was developed with efficiency in mind by eliminating the administrative tasks traditionally involved in the construction and distribution of key information and replacing it with a daily automated flow that goes directly to each sales representative's unique dashboard.

In addition to the sales and market reports, Structural Concepts' sales reps can also access a library of sales tools, market studies, and product content, as well as receive up-to-date newsfeeds on the latest company information.

"From day one, our goal has been to put our sales reps, and our organization, in an advanced position to succeed," said Tappé. "Having everything in one place, which is continuously automated, will create a higher level of proficiency in running our business and servicing our customers."

### *About Structural Concepts Corporation:*

*Since 1972, Structural Concepts has consistently set the standard of leading the way by bringing the most innovative, turnkey refrigerated and heated food display solutions to the market. Constantly innovating the art of fresh food presentation, making the desired more desirable and improving the protection of the perishable, we have spent the past 50+ years delivering the most attractive, reliable, temperature-controlled supermarket display cases, when and where you need them.*