

For Immediate Release

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Healthcare Promotional Products Web Store, Healthcare Promo Store, Launched by Results Marketing

Orlando, FL, October 31, 2011 ... Results Marketing, a leading Central Florida marketing and promotions specialist, has launched a new web store, Healthcare Promo Store, that is designed to simplify the search for effective and unique promotional products for the medical and healthcare industry. The company also has a wide range of products for nurses and Nurses Week promotions. The Healthcare Promo Store has a comprehensive database of medical and healthcare themed promotional items from inexpensive trade show, customer and patient giveaways to corporate executive gifts. Results Marketing's new web store is an e-commerce solution that provides an effective platform for delivering customized promotional products on a global basis.

The Healthcare Promo Store is leveraging more than 20 years of experience working with doctors, hospitals, dentists, medical staffing companies, urgent care centers and many other healthcare related organizations, providing them with a full range of promotional merchandise, advertising, branding, and marketing services. The Healthcare Promo Store has developed a diverse database of quality products that are designed to make a lasting impression and increase brand recognition.

Steve Tishman, Chief Creative Thinker, explains, "Every industry has their unique needs when it comes to promotional products marketing and the healthcare industry is no different. With 20 years of experience working with companies in the medical industry, Results Marketing has the knowledge and background to understand what works and delivers lasting results. Utilizing e-commerce allows Results Marketing to reach the broadest customer base in this niche market."

"However, Results Marketing's business model isn't based solely on a shopping cart process; customer service is still the most critical component of the way we conduct business. We also consult with our customers to ensure that they develop the best promotional strategy to suit their broader goals. Our dedication to customer service has resulted in long-standing customer relationships throughout the years."

The Healthcare Promo Store is one of two industry niche market promotional products web stores established this year by Results Marketing. The Aviation Promo Store, launched earlier this year, has had a successful start serving a multitude of companies across the aviation industry. Over the coming months, Results Marketing is planning to introduce similar e-commerce driven web stores for other market specific industries.

Healthcare Promo Store is an online promotional products e-commerce site that is dedicated to providing the medical and healthcare industry with the most comprehensive selection of medical promotional products and healthcare promotional items. The company offers customizable products such as hand sanitizers, tote bags, first aid kits, note pads, magnets, uniforms and more. A wide variety of Nurses Week promotional products and gifts for nurses are available through The Healthcare Promo Store. The Healthcare Promo Store serves a broad range of companies in the medical industry such as hospitals, veterinarians, pharmacies, clinics, med spas, staffing companies and equipment suppliers. For more information, please visit www.healthcarepromostore.com