



## PRESS RELEASE

### **Americana Safety Officially Opens its Online Software Store**

Las Vegas, NV, December 6, 2013. Americana Safety recently announced the opening of its new subsidiary and entry into the competitive safety and health software market. Welcome to the Americana Safety Software online store and to its highly qualified staff of safety professionals, writers and technical experts.

According to Americana Safety's President & CEO, Joseph DeMaria, Ph.D., "The Americana Safety Software brand is a continuance of our corporate business model of providing our customers a broad resource to choose from when searching for occupational safety and health regulatory compliance solutions."

Dr. DeMaria added "The Americana Safety Software ecommerce store will offer businesses from a variety of industries more than 180 regulatory compliant software products to add to their safety portfolio."

With this announcement, Americana Safety has positioned itself against other established safety software suppliers on the web. According to Dr. DeMaria, "The biggest difference will be in the quality and depth of our product line, and our competitive pricing structure that will offer volume discounts ranging up to 25%."

Most of its competitors will offer their customers a multi-source purchase choice, either a boxed item or a direct download. While on the surface this may appear as advantageous to the consumer, in reality the overhead costs of producing, labelling, boxing, warehousing and shipping those items are inevitably passed directly on to the unsuspecting consumer.

According to Dr. DeMaria, "Americana Safety Software has chosen a single-source sales and marketing approach. By offering only downloadable safety software, we're able to make our entire product line more attractive and affordable to our customers than any of our competitors on the web. He added "Our sales and marketing strategy will better position us to capture a greater percentage of the digital software market, while passing those savings directly on to the consumer during their purchase and checkout from our store."

The entire Americana Safety Software product line was developed and written by their in-house staff of highly qualified and experienced safety professionals. All of their software products come fully functional and are able to be customized by the customer, using Microsoft Word or PowerPoint software.

This is an important software feature, especially for those purchased safety programs where federal or state regulatory agencies require companies to enter specific information and requirements into those programs to be fully compliant with their laws. Each of those affected programs includes detailed chapter instructions on what is required by law directly in their software.

For further information about Americana Safety Software, please visit [www.AmericanaSafetySoftware.com](http://www.AmericanaSafetySoftware.com)

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