

**FOR IMMEDIATE RELEASE**

**Media Contact**

Jake Weissberg

323-980-8394

[jweissberg@acorn-paper.com](mailto:jweissberg@acorn-paper.com)

## **ACORN PAPER PRODUCTS ANNOUNCES UPGRADE TO ONLINE ORDERING SYSTEM ISTORE**

Jan 17, 2013, Los Angeles, California — [Acorn Paper Products Co.](#) one of the largest independent paper and packaging companies in the Western United States is pleased to announce an upgrade to it's online ordering system, [Istore](#)

Showcasing [Acorn Paper Products](#) commitment to technology, the upgraded [Istore](#) is focused on the user's order experience from beginning to end. Armed with a sleek look and feel, the simplified navigation allows the user to navigate via images at every hierarchy. The customizable shopping list format helps [Acorn Paper Products](#) customers become more efficient in their ordering so they can sort by category and part number for frequently ordered items.

Once the order has been placed, the Email Notification System provides a streamlined system of notifying customers immediately after they place the order. [Istore](#) features the latest reporting tools that allow [Acorn Paper Product](#) customers drill down into every PO, location, part number, etc. to see what everyone organization-wide is ordering. This 360-degree approach to ordering allows [Acorn Paper Products](#) customers to gain a better understanding of the products and volume being order.

[Acorn Paper Products](#) CEO, David Weissberg states "As industry leaders in digital marketing, social media, and technology advancements, we can truly say we have the best online ordering system, in [Istore](#), throughout the packaging industry. We have developed a program that will allow our customers to order twenty-four hours a day, seven days a week, with tremendous amounts of ease. Anything we can do to help our valued customers in any way possible, we will find a way to fulfill that need here at [Acorn Paper Products](#)."

Jake Weissberg, Director of IT is excited that latest technological features in [Istore](#) will benefit [Acorn Paper Products](#) clients in the long term. "At [Acorn Paper Products](#), we are not only focused on reducing the customer's overall packaging spend, but we are also dedicated to great customer service and making their lives easier. This company was built 67 years ago with a heavy focus on the customer, and our new and advanced [Istore](#), is another step for the future of this company, and our commitment to technology."

### **About Acorn Paper Products Company**

Founded in 1946, [Acorn Paper Products Company](#) is one of the largest independent, family-owned paper and packaging companies in the Western United States. Offering a full range of stock & custom packaging solutions, including 5 specialty product divisions: Wine Packaging, Janitorial & Sanitation Products, Agricultural Packaging, Food Packaging and Creative Services. Privately held and headquartered for four generations in Los Angeles, [Acorn Paper Products](#) employs over 350 employees and has over 500,000 sq. ft of manufacturing and warehouse space in Los Angeles, Sacramento, San Luis Obispo, Vernon and Napa Valley, CA.

For more information, please visit [www.acorn-paper.com](http://www.acorn-paper.com).

###