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For Immediate Release

W Ketchup Orders Flood William B. Meyer

(Stratford, Connecticut) When a simple idea becomes a craze, you go to the experts in the field to get the job done and deliver the goods. And that's exactly what the management of the new ketchup- W Ketchup did when orders came flooding in for their product. The order fulfillment division of William B. Meyer, Inc., the Stratford, Connecticut-based transportation and distribution company has been literally inundated with an unprecedented quantity of orders for the newly popular W Ketchup. As the exclusive distributor for the new product, William B. Meyer is sending out thousands of bottles of W Ketchup daily. The order fulfillment process for one of the hottest crazes in this country and around the globe is taking place at Meyer headquarters 24/7.

W Ketchup made its debut on June 11, 2004. The concept of W Ketchup was developed by a group of friends at a barbecue in upstate New York a few months ago. W Ketchup focuses on providing a "conservative" alternative to Heinz ketchup. Susan Oliver, Chief Operating Officer for W Ketchup states, "Once we realized that the demand for our product was far-reaching, we decided to utilize an expert to get W Ketchup to our customers. Our relationship with William B. Meyer has been a pleasure."

W Ketchup chose William B. Meyer to fulfill their orders because they have the resources, expertise and technology to efficiently handle the assembly, packaging, distribution, inventory and warehousing needs for their product. Years of experience and a staff of professionals, supported by state-of-the-art technology, integrate to give their clients solid, sophisticated solutions to meet specific order fulfillment needs. Whether fulfilling orders for books or toys or fine china or furniture, William B. Meyer's experience is vast.

According to Tom Gillon, President, William B. Meyer, Inc., "We are pleased to be of service to W Ketchup and have found the demand for the product to be rewarding. We realize that attention to detail and exceptional communication are key ingredients in providing an outstanding level of service. "

William B. Meyer is a diverse, fourth generation family-owned company enjoying its 89th year in the transportation industry. Their areas of expertise range from household and commercial moving; office interiors; library relocation; order fulfillment; home delivery; records management and courier services to rigging. For more information about William B. Meyer, Inc., go to www.williamsbmeyer.com.

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