

PRESS RELEASE

All-New Caterease Marketing Tools Package Offers Limitless Custom Print Possibilities

For Immediate Release

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Naples, Florida –

To paraphrase the old car commercial, “this is not your father’s Marketing Tools Package.” Or, if you prefer, “if you haven’t used Caterease Marketing Tools lately, you haven’t used Caterease Marketing Tools.”

The ingenious folks behind the catering and event management industry’s most popular software program have reinvented one of their most popular add-in modules. Caterease Marketing Tools is now essentially a word processor right within the program, allowing users the capability of designing their own custom event prints such as Contracts, Proposals, etc.

Of course, Caterease goes well beyond the typical word processing functionality. In addition to being able to create custom merge tables to include virtually any event details – such as menu items, staffing, venue, times, and more – this powerful tool even allows the user to create dynamic “merge formulas” to change certain information on the print automatically depending on various event criteria.

For example, perhaps a Caterease user has different payment terms depending on how many days past due an invoice is. He or she can simply create a merge formula called “Payment Terms”, and tell the invoice to print certain terms if, say, the event date has passed; then print other terms if the date is more than 30 days past; then print more urgent terms if the date goes back further than that.

Or perhaps a company has different sales representatives, and wants each Caterease proposal to include some information about the particular rep for each event. That company could create a merge formula called “Sales Rep Info”, and tell Caterease to include different text on the print depending on which sales rep is associated to a particular party. Any pertinent information could be included – a picture of the rep, a hyperlink to his or her email address, etc.

While the Caterease Marketing Tools Package has always been a powerful add-in to this revolutionary software program, it now goes far beyond its original capability to create dynamic merge letters for printed or email correspondence. There is now virtually no event print – and no custom print design – that cannot be reproduced in the program.

And these prints will be more dynamic and far smarter than anything you could ever produce on your own – eliminating countless hours of tedious work every single day.

The Caterease Marketing Tools Package offers more power than most other programs offer in their entire applications. Take it out for a spin – your father would be proud.

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

Contact:

Caterease Software

800.863.1616

sales@caterease.com