



Press Release

July 28, 2007

New Technology Development Extends Appalachian Arts & Crafts Reach Nationally

E-commerce website developed to make Appalachian arts and crafts available on-line to a national demographic.

Old Fort, North Carolina July 28, 2007 - - The combination of a new custom built software program and "all-in" inventory processing procedure, provides the method for Appalachian artisans to sell their handmade items nationally without processing any orders.

The Appalachian Artisan Society (TAAS) Gallery a Pinwilz™ Company located in Old Fort, NC has developed a new process for managing in-store inventory, membership accounts and delivered the method to accurately make inventory available for on-line purchase for its entire client membership.

The new E-commerce selling platform went live this week and will continue to add new products building up for this years holiday shopping season.

Visiting the website, <http://www.taasg.com>, Internet shoppers have the ability to see, select, and make a purchase from any of the available items in any of 16 categories (Fine Art, Print & Photos, Glass, Wood, Metal, Jewelry, Craft, Floral, Ceramic, Pottery, Fiber Art, Candles, Bath & Body, Clothing & Accessories, Furniture & Home Décor, Other) of authentic handmade goods. Buyers may make a single sales transaction and receive a single shipment for multiple items from multiple individuals.



TAAS-Gallery is a product of the Pinwilz Company
48 East Main Street, POB 2242, Old Fort, NC 28762
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“We have successfully solved two problems with one solution. One; we wanted to create a way for buyers to find and purchase easily multiple items from different artisans without having to contact each one of them independently. This solution reduces shipping costs, greatly improves availability, shortens shipping times and makes buying one-of-a-kind items as easy as buying mass-produced items from any e-commerce website, and Two. This solution assists Appalachian artisan handcrafters and artists market themselves on a national scale.” Said, Dru Heldman Co-owner and concept creator of this new program “We expect this to have a positive economic impact for our areas independent artisans businesses.”

All of the listed items are managed by the individual artisan member; they set the price, write the description and up-load the pictures. Only items in TAAS Gallery possession are available for on-line buying. The TAAS-Galley pulls the sold items from the physically available inventory and makes the shipment to the buyer.

For additional information on the news that is the subject of this release, contact Dru Heldman or visit www.taasg.com.

About The Appalachian Artisan Society (TAAS) Gallery:

TAAS-Gallery privately owned retail gallery dedicated to the development of its membership who are made up of approved artisans that live in the Appalachian region of the United States of America. The gallery currently has 66 members and actively seeks new members who make authentic handmade products, art or home décor items.

Contact:

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