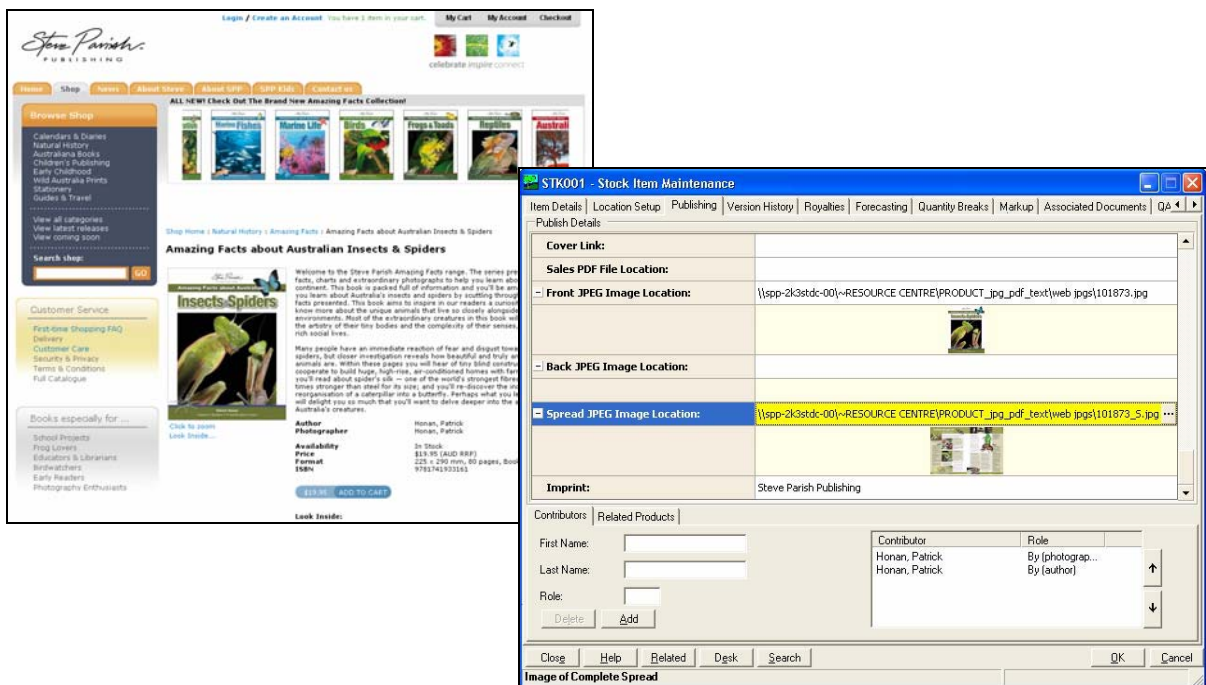


Steve Parish Goes Live with their Web Shop

Steve Parish Publishing went live with their Web Shop early last month.

Ironbark Software has developed an online order feeding interface for Steve Parish's web shop section, in conjunction with Steve Parish's website designer.

Online customers place an order via the Steve Parish Web Shop and once the transaction is complete, an order is sent through to Ironbark for picking and dispatch.



The Ironbark Stock system integrates with the Steve Parish Web Shop; with product info (item description, image, spread image etc) managed via the Ironbark Stock Item Maintenance (as pictured above) program.

"This facility has enabled us to streamline our business and has allowed us to provide customers with an alternative and convenient method of purchase. This system really is an up-to-the-minute piece of software technology and we were happy to work with the Ironbark team to develop a system to suit our requirements..." Ben Wallace, Operations Manager – Steve Parish Publishing.

About Steve Parish:

For the last 23 years, Steve Parish Publishing has been producing a range of high-quality books that showcase Australia's unique wildlife, wild places, culture, habitats and people. A dynamic, constantly evolving company, Steve Parish Publishing enlists multi-talented creative staff, best-selling children's authors, esteemed natural historians, and many first-time talents, and combines their text with a library of almost half a million images spanning four decades, to create innovative fiction, souvenir titles, natural history guides, calendars, travel guidebooks, postcards and educational products that share the wonders of Australia with the world. Steve Parish himself was recently recognised with the Medal of the Order of Australia Medal (OAM) for contribution to the Australian publishing industry through nature photography.

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For more information about Ironbark please visit www.ironbark.com.au or phone 1800 649 524.

About Ironbark Software:

Ironbark Software develops and supports customized business management software for high growth companies. Ironbark specialize in a number of different industries, including Fresh Produce (from growers, to pack houses), WMS, Seafood, Fuel Distribution, Manufacturing, Timber, Building & Construction, Job Costing, Project Management, Retail and Medical services. Ironbark's specialist knowledge in these industries, combined with their commitment to R&D has led Ironbark Software to be the number one choice in business management systems for over 30 years.

Ironbark is software to grow with...