Premier Product Group Announces Steel Measuring Cups Crushed It On Prime Day

July 23, 2015

July 23, 2015 -

Portland, Oregon based company, Premier Product Group, have reported excellent earnings on their line of Superb Chefs Stainless Steel Measuring Cups from Amazon's Prime Day event, which was also Amazon's commemorative 20th anniversary. The company said that this is in spite of all the negative comments that have been floating around the Internet from cynics and critics of Prime Day.

Premier Product Group said that businesses involved in retail should seriously consider being on Amazon as a complementary channel because it allows them to provide free shipping on Prime Day. In addition, retailers will also be able to offer excellent value through bundled product promotions and discounts to prime members, which is another great way to increase revenue.

Premier Product Group reported that one of their product lines, Superb Chefs Stainless Steel Measuring Cups as seen here: http://www.amazon.com/Superb-Chefs-Kitchen-Stainless-Measuring/dp/B00SV0EF4S, recorded a surge of growth in sales for Prime Day, which went up to 122% compared to the normal traffic on Amazon's listing. George Rota, spokesperson for the company, also made the following statement: "I am a member of an Amazon Retailers Forum - there were many similar positive stories reported of increased sales

on Prime Day. Many retailers experienced increased sales without participating in any promotion or discount offering. There was a real buzz and many are looking forward to a repeat of the event next year."

Examples of comments that were made from the forum include J. Ferrod, who made the following statement: "Wow!! Thanks Amazon...record day for Orders set before 9am...equivalent to a good week!" C.Mendoz also said the following: "Prime day was amazing! Tripled my sales. Weird thing is, prime day hangover is also very good - a lot of sales today so far." Bear in mind that in order to respect the privacy of these forum members, their names have been changed.

Prime Day, which is exclusively for Prime members of Amazon, is an event that is only held for one day every year, which is on July 15, 2015. During this day, according to Amazon, Prime members are able to find more deals than on Black Friday.

Premier Product Group stated that they are extremely delighted with the surge in sales of their set of six high quality Superb Chefs Kitchen Stainless Steel Measuring Cups, and that they won't hesitate to take part in the event next year. Those seeking further details are invited to visit them at www.superbchefs.com.
###
For more information about Premier Product Group, contact the company here:Premier Product GroupGeorge Rota(503) 894-5273admin@superbchefs.com1406 North Bybee Lake CourtPortland , OregonUSA

Premier Product Group

Lindon Investments Ltd is a small family owned business. Premier Product Group is a division of Lindon Investments Ltd. Importantly - we stand for ?Spreading Joy Through High Quality Products?.

Website: http://www.superbchefs.com

Email: admin@superbchefs.com

Phone: (503) 894-5273

Lindon
Investments Limited