



Contact: Karl Malik
Ph. 815.776.9470 x315
Email: karl@wavereaction.com

FOR IMMEDIATE RELEASE

WAVE REACTION RELEASES WEBSITE UPDATE FEATURING APPLICATION TOUR

August 2nd, 2011 – Galena, IL – Software developer Wave Reaction, Inc, announced today the release of several high-level updates to their website, www.wavereaction.com. The redesigned website features illustrated RFID solutions, whitepapers, and in-depth video tours of Wave Reaction's web-based asset tracking application.

“The site update gives users the chance to see both the power of the application, and how easy it is to use,” said Karl Malik, Wave Reaction's director and project coordinator. “Wave Reaction is about tracking what you have and where it is, as accurately and efficiently as possible, and with the web-based application, data display is instantaneous. The site also gives users the opportunity to become more familiar with some of our tracking technology.”

Wave Reaction provides returnable container management software and RFID tracking hardware used for reusable packaging solutions, to promote the environmental, safety, and economic benefits of reusable assets. Solutions feature applications for hand-held scanners and Android mobile devices, integrated with the “Hands-Free” web application.

The Standard Edition is a scalable solution as well, allowing larger customers or suppliers needing more complex or integrated tracking systems the ability to easily utilize the Standard Edition solution to meet their needs, while the Enterprise Edition includes a layer of expert-level professional consulting to make existing supply chains as efficient and cost-effective as possible.

About Wave Reaction: Wave Reaction, Inc, is located in historic Galena, Illinois, and is a leading provider of web-based EDI, Supply Chain, 3PL, and custom software solutions for returnable container management. Wave Reaction tracks more than 5,000,000 assets worldwide, and partners with some of the largest manufacturing companies in the country. The Wave Reaction website can be visited at www.wavereaction.com.

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