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**LASERWORX CUSTOM LASER ENGRAVING LAUNCHES NEW WEBSITE THROUGH
MEDIA FUSION TECHNOLOGIES**

Boyertown, PA – (March 10) **Laserworx**, a [custom laser-engraving](#) store in Pottstown, recently contracted with [Philadelphia area website design and development company](#), **Media Fusion Technologies**, Inc (MFT) to develop an eCommerce website that is as cutting edge as the rewarding services that Laserworx provides.

Laserworx provides [precision laser engraving services](#) on dozens of items and surfaces including crystal, acrylics, metals, plastics and more. Shoppers seeking to reward a team, company or individual will find dozens of attractive awards, plaques, signs, watches, medals, pendants, trophies, ribbons, gifts and more ready to be customized with laser precision to the exacting standards that Laserworx demands.

Their new brick and mortar store is located in the heart of downtown Pottstown while their new virtual store is located at www.golaserworx.com. Both are owned and operated by the father & son tandem of Steven & James Hoffman, lifelong residents of the greater Pottstown area.

"We are excited to have our new website up and running so that we can educate local consumers about our services while expanding our services well beyond the Pottstown region," said Steven Hoffman. "Laserworx chose Media Fusion Technologies to build our website because of their widespread reputation in developing solid websites and ecommerce solutions. Now that our site is live with online shopping, we look forward to providing our wide variety of customized services both locally and abroad through the Internet.

"Our primary mission is to provide our customers with unprecedented service throughout the process and to never allow an item to leave our shop that we would not proudly display in our own homes."

The core of this website included the latest version of MFT's custom **Online Shopping Cart and Automated Reporting** (OSCAR) solution. According to MFT, the OSCAR shopping module is a full featured, total solution to eCommerce enabling website owners to fully manage their products, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

For more information on Laserworx full-service custom engraving, visit their store at 236 East High Street in Pottstown, their website at www.golaserworx.com or call (610) 970-2900.

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