

# GRAND RIVER

## FOR IMMEDIATE RELEASE

### Grand River Launches New E-commerce Web Site for NSF International

*Magento Commerce® platform supports new business venture for global health and safety organization*



ANN ARBOR, Mich., August 08, 2011 -- Grand River, a leading e-commerce developer, today announced the launch of a new online store for NSF International's Health Sciences Division and Reference Standards product line. A global, 66-year old public health organization, NSF International protects human health and the environment by certifying products and writing standards for food, water and consumer goods [<http://www.nsf.org>].

A Magento Enterprise Partner, Grand River designed and developed the new online store

using Magento's Enterprise Edition 1.9. This leading open-source e-commerce platform delivers a scalable, cost-effective, online retail solution with rich features, functionality, and flexibility.

Utilizing its public health expertise and 25 years of pharmaceutical experience, NSF International now provides high quality reference standards for the pharmaceutical and related industries through the new e-commerce site. Pharmaceutical manufacturers worldwide use reference standards to demonstrate the identity, purity, quality and strength of their pharmaceutical products and ingredients. The new online store helps NSF International make affordable reference standards available to the global public health marketplace.

NSF Reference Standards for many commonly tested products are now available at <http://www.nsf-rs.org>. The NSF Reference Standards program will continue to add new products throughout the remainder of 2011 and 2012, eventually scaling to offer more than 300 different reference standards.

"Our goal is to be the global provider of choice for reference standards," said Steven Lane, general manager of NSF International's reference standard program which is a part of the Health Sciences Division. "The new online store is a natural extension of our mission to set the standard for the quality and purity of pharmaceutical products while offering competitive pricing. We chose Grand River because of their reputation as e-commerce experts and we knew they could design a site to support our global expectations."

Functionality in the new web site includes content management, search engine optimization, a perpetual shopping cart, promotional marketing tools, customer service, analytics and reporting.

Grand River used their expertise in information architecture, creative design, interface development, integration and system architecture to develop the online store for NSF International. They will soon begin work on a complete redesign of NSF International's corporate identity site.

"We're pleased that an organization such as NSF International, with their global reputation for uncompromising quality, has placed their trust in us," said Scott Robertson, partner and co-founder of Grand River. "The new e-commerce store provides an easy-to-use shopping experience for these complex products and the new corporate site will significantly enhance their brand recognition."

### **About NSF International**

NSF International, an independent, not-for-profit organization, certifies products and writes standards for food, water, dietary supplements and consumer goods to protect human health and the environment ([nsf.org](http://nsf.org)). Founded in 1944, NSF is committed to protecting public health and safety worldwide. NSF operates in more than 120 countries and is a World Health Organization Collaborating Centre for Food and Water Safety and Indoor Environment. NSF services include pharmaceutical, medical device and dietary supplement services through NSF Health Sciences; food safety audits, global food safety certification, foodservice equipment and bottled water certification through NSF Food Safety and Quality; drinking water products certification through NSF Water Systems; consumer product and toy testing; sustainability services through NSF Sustainability; management systems registrations through NSF International Strategic Registrations (NSF-ISR); and NSF Education and Training courses.

The NSF Health Sciences Division offers reference standards, certification, training, consulting, GMP and GLP testing, R&D and auditing for the pharmaceutical, dietary supplement and medical device industries. It includes NSF Reference Standards, NSF Dietary Supplement Certification, NSF Pharmalytica and NSF-DBA, and operates globally throughout North America, Europe, Middle East, Africa, Asia and Latin America.

### **About Grand River**

Grand River is an industry leading e-commerce design and development company, specializing in solutions for mid-market retailers and multichannel companies. The firm's core expertise is in the leading open source e-commerce platforms, including Magento™ Enterprise. Clients include many of the **Internet Retailer Top 500** firms in retail, healthcare, technology, telecom, and publishing. Founded in 2007, Grand River has offices in Ann Arbor, Michigan and Chicago, Illinois. Call 734.913.8000 or visit <http://www.thegrandriver.com> to learn more.

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