

Summit House Commemorates Explosive Sales with a New Look

Written by Australian Business

EDMOND, OK, September 14, 2013 **/24-7PressRelease/** -- For Summit House Living, a nutritional supplement company from Oklahoma, September 2nd turned out to be one of those days where one moment you are celebrating sales and the next moment worrying about the problem that was just created.

The combination of celebration and problem arose from their sales of their Green Coffee Bean Extract with Svetol, an all natural weight loss product that the company lists on Amazon. This product was launched by Summit House in July of this year and immediately climbed to the top of Amazon rankings in sales for similar weight loss products. However, despite the growing success, even Summit House was unprepared for what happened September 2nd. Sales skyrocketed and doubled in one day what had previously been a weekly record.

Company spokesperson Tracy Holland commented, "Anytime you receive that kind of jump in sales you are excited, but it wiped out our existing inventories in one day. It has taken us 10 days to catch up with our manufacturing to meet current demand. Don't get me wrong, it is a great problem to have."

Along with the restocking of their inventories, Summit House decided that it was time to unveil a new look on the label. Holland commented, "We are going to move overtime to a label that is a recognizable brand on all of our products. The new look is very exciting for us and emphasizes what is important to our customers."

Holland was finally asked, what made the Summit House formulation different? "One of the major reasons is the inclusion of Svetol into our formulation. Svetol is the most studied and clinically proven Green Coffee Bean Extract on the market. Finally it is our company's unconditional money-back guarantee that stands behind our products. That kind of guarantee for a weight loss product is not something you see very often."

<http://www.amazon.com/SVETOL%C2%AE-Green-Coffee-Bean-Extract/dp/B00CFOIEGQ/>

<http://www.amazon.com><http://www.amazon.com/shops/summit-house>