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28 February 2011

**iForce to launch consumer retail web site**

Consumers are to be targeted by fulfilment specialist iForce through an extended version of Buy-force, the web site run by the company to sell off clients' end-of-line products, excess stock and returned goods.

Buy-force was launched by iForce in 2008 as a business-to-business auction platform for selling goods wholesale by the pallet-load. However, chief executive Mark Hewitt describes the expansion into direct consumer sales as "inevitable".

The company says it is currently in the process of establishing a direct sales outlet on the site for one of its existing clients, and will manage the e-fulfilment generated by this.

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iForce adds that it expects "significant growth" in this activity, and now plans to develop a shopping mall of client shop windows on the site. The platform also intends to sell through eBay and Amazon.

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