

FOR IMMEDIATE RELEASE:

Bannerflow sells to Swedish company Nordic Factory

Minneapolis, MN – January 5, 2012 – Bannerflow, a Minnesota startup that debuted at MinneDemo in November of 2008, has sold to Swedish company Nordic Factory.

Bannerflow is a SaaS application that helps ad agencies and design firms easily show banner ads to their clients during the creative review process. The company was co-founded by Tom Buchok, owner of web development company buchok.com, and Mike Bollinger, co-founder of TECHdotMN and founder of mobile development agency Livefront. Sam Kirchmeier, also of Livefront, was the lead developer on the project.

Nordic Factory creates web-based software that automates tedious day-to-day tasks. Their flagship product, BannerFlow—*note the capitalization difference*—helps professionals create, sell, and translate banner ads for online campaigns.

As a part of the sale, the service previously offered by Bannerflow will be shut down as the technology and customers are integrated into the Nordic Factory system.

"This is a bittersweet moment for us," said Tom Buchok. "While we're sad to see Bannerflow change hands, we are excited we were able to create a service that so many people found valuable."

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