

PRESS RELEASE
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**LOCAL HARDWARE STORE IMPLEMENTS VIRTUAL STORE TOURS, AMIDST COVID ERA
Bruce's Hardware Aids Customers in Safer, More Efficient Experience, Utilizing Cutting Edge Technology**

East Otis, MA - Bruce Taylor, owner and operator of Bruce's Hardware, located at 1873 East Otis Road (rt. 23) East Otis, MA 01029, is leveraging the latest in virtual technology in an effort to provide the safest possible experience to his customers. Taylor has enlisted West Mass Drone to create a Matterport tour, as well as a Google tour, accessible directly in Google Maps.

When asked why he developed these assets, Taylor said, "Customers will be able to visit the store in a virtual online space, and "walk the store" to browse for needed items. They can learn the store layout prior to visiting, in hopes of cutting down in-store traffic and shopping time. They can also use the online tours as references when calling to inquire about items or curbside pickup service."

Bruce's Hardware is scheduled to reopen May 18th, when the Massachusetts phased reopen plan begins.

Longmeadow, MA based West Mass Drone provides high quality virtual tours, photography, and 3D scanning services to a wide variety of markets.

For media interviews please contact Bruce Taylor of Bruce's Hardware. bruce@bruceshardware.com or (413) 717 - 1413.

About Bruce's Hardware

Founded in 2014, Bruce's Hardware is a locally owned hardware store, striving to meet the needs of residents throughout the area. They sell lumber, paint, hardware, cleaning products, plumbing and electrical supplies, along with a variety of seasonal items. The store is able to mix custom paint, cut keys, and special order items not currently in-stock. Friendly staff works hard seven days a week to make sure you leave with exactly what you need.

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