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# FOR IMMEDIATE RELEASE

**THE CITY OF MASON ANNOUNCES ENTERPRISE SOFTWARE COMPANY TRAYAK TO BE NEW TENANT IN THE MASON TECH CENTER**

*Tech Center Caters to Mason Growth Companies in Digital IT and Biohealth Industries*

Mason, OH (October 6, 2014) – The City of Mason and Top Gun Sales Performance announced today that Trayak, a privately-­‐ held enterprise software company, recently was selected as a new tenant in the state-­‐of-­‐the-­‐art Mason Tech Center.

Trayak is a start-­‐up founded in Mason, Ohio, and combines product development and manufacturing expertise with environmental impact analysis. Their innovative solutions, EcoDesigner, EcoImpact, EcoScore and EcoLabel are available now and are already being used by companies in diverse industries. Trayak is developing enterprise solutions that combine cutting edge digital IT trends like Internet of Things (IoT), mobile computing and cloud delivery platforms to solve complex business problems.

Trayak’s mission is to enable all manufacturers to engineer sustainability into their mainstream product design and manufacturing processes. Engineering “Green Products” is about Innovation, Lean Design and Lean Manufacturing.

“We are thrilled to welcome Trayak to the Mason Tech Center,” said City of Mason Mayor David F. Nichols. “Since building the Tech Center, we have been committed to helping growth companies succeed by providing the support services they need to thrive. The success of The Mason Tech Center is a great demonstration of what a public-­‐ private partnership, like the one we have with Top Gun, can accomplish.”

Completed in 2013, the Mason Tech Center is the innovative class A office space created through a partnership between the City of Mason and Top Gun Sales Performance to

provide an entrepreneurial space and resources for emerging tech companies to grow and get to market more quickly.

Located at 5155 Financial Way in the heart of Mason, the Tech Center features advanced technology systems tailored to the complex needs of biotechnology and digital/IT companies.

Other Mason growth companies in the Mason Tech Center include: ConnXus, Hipaax, KPG, GoGoGo, Cloud Takeoff and Riverbend Worldwide. In addition, ADB Companies and ZeroDay Technologies also recently celebrated their new office location in the Tech Center with a ribbon cutting/grand opening event on Sept. 4, 2014.

“We chose the Mason Tech Center because the City of Mason really understands the unique support entrepreneurial companies like ours need, and they go above and beyond to provide that support,” said Prashant Jagtap, Founder, President/CEO of Trayak. “We are excited to grow in business friendly Mason and look forward to many years of continued success as a result of our partnership. We also want to leverage our central location in Mason, Ohio to bring a competitive advantage to the region’s manufacturing industry.”

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**ABOUT THE CITY OF MASON:** Mason, Ohio, is the largest municipality in Warren County, Ohio, and part of the CincinnatiUSA Region. With more than 100 corporate, high-­‐tech and industrial businesses located in the city limits, Mason has grown to become a magnet for cutting edge industries ranging from bioscience and digital IT to global publicly-­‐held corporations. Cintas, Procter & Gamble, Luxottica Retail, Mitsubishi, Assurex Health, and FANUC Robotics America, are just a few of the companies that call Mason home. The top 10 largest employers generate more than $5.3 million annually in earnings revenue that is reinvested into the community. More information is available at [www.imaginemason.org/business.](http://www.imaginemason.org/business)

**ABOUT TRAYAK:** Trayak is an enterprise software company that provides a portfolio of solutions to help manufacturers design their products using sustainable strategies. Trayak offers innovative solutions that can be incorporated within the entire Product Lifecycle Management process. Trayak’s software is delivered on the desktop or through the cloud.

Learn more at [www.trayak.com](http://www.trayak.com/)