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[Avalara](#), a developer of cloud-based sales tax and compliance systems, has announced that it has acquired UPC Matrix Master.

UPC Matrix Master, formerly provided by [Tax Matrix LLC](#), is a database of Universal Product Codes that maintains specialized sales taxability data for more than 10 million products across the U.S. Many North American ecommerce retailers and stores use the service.

“Ultimately, we felt partnering with Avalara provided the best platform to leverage our content and capabilities. In doing so, our treasured customers and employees will be best positioned given Avalara’s dynamic, innovative approach and their evolving role as the leader in automated sales tax compliance,” said Tax Matrix CEO Mike Espenshade.

This acquisition will now place Avalara among the largest sales tax content services in the profession. Avalara’s team consists of more than 50 sales tax and research professionals and the company has acquired and maintained thousands of product tax codes from its partners.

“Until recently, Avalara was primarily known as a technology company that revolutionized and came to dominate the sales tax industry with our cloud-based service model,” said CEO Scott McFarlane. “Now we also lead the way with our sales tax content, which means we can touch more businesses in more industries with higher levels of accuracy than anyone. This is a big win for our current and future customers, who will see even better levels of ease and accuracy from our service.”

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