

Aurora partners with Shopatron

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PICO RIVERA, Calif.—Plush maker Aurora World Inc. has partnered with Shopatron to provide eCommerce services so that consumers can directly place orders online that in turn are fulfilled by their local area retailers at no additional charge.

“We are passionate about maintaining the strong relationships we have with our retailers,” says Michael Kessler, senior vice president of sales at Aurora. “Shopatron allows us to sell Aurora plush products online without affecting the bottom line of our business partners.”

Aurora joins more than 80 other consumer brands that have turned to the San Luis Obispo, Calif.-based Shopatron for their eCommerce needs.

Kessler adds, “Shopatron will simplify order management and drive more customers to our retailers. Consumers are on the hunt for more options in obtaining products, particularly through the ability to order online and then pick up those orders in their favorite stores.”

Kessler also says that marketing data shows a third of online buyers pick up their online orders in a store. “There are many enticing reasons for shoppers to do this including free shipping, receiving the product faster, simplified returns and exchanges, as well as the ability to purchase other products from the same retailer.”

The Shopatron branded online store, which Aurora will begin integrating June 15, retains the look of Aurora’s corporate website.

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