



For more information on Shopatron contact a Shopatron Consultant at:

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## Patch Products Expands Its Web Site with Shopatron

Features four brands: Patch, Smethport, Lauri, UberStix

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BELOIT, Wisc. — Patch Products announces its new Shopatron-powered online store for its four brands: Patch, Smethport, Lauri and ÜberStix.

Shopatron was used to redesign and build Patch Products' website with integrated e-commerce capabilities. In addition to the new look, Shopatron will provide order management, including payment processing, order tracking, call center support and customer care.

With the help of Shopatron, Patch Product's new order procedure will bring convenience to their consumers and enhance their relationship with retailers. Orders placed by shoppers on Patch's website will be directed into Shopatron's Coex Freedom order exchange for fulfillment by toy retailers across the United States. Retailers will also be involved as local in-store pickup partners.

"Specialty retailers are very important to Patch, and by partnering with Shopatron we are able to continue our tradition of commitment to retailers and let them know that we value them," said Brian Maxwell, president of Patch Products. "We are excited to have the opportunity to make life easier on both our consumers and retailers as we strive to bring the highest quality family-friendly products to the market."

For more information on Patch Products, visit [www.patchproducts.com](http://www.patchproducts.com) or call 1-800-524-4263.