

Shopatron Adds 47 Sporting Goods Brands in Q1

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Shopatron, a provider of e-commerce solutions, said it signed up 47 new brands in the sporting goods space in the first quarter, including 18 skate and surf brands, 5 wake brands, 9 snow sports brands, and 3 cycling brands. Overall, it added 102 brands, beating the previous record of 78 brands signed in the fourth quarter of 2008.

“In the sporting goods industry, which is comprised of many segments like snow sports and specialty running, we have seen significant growth in adoption by manufacturers. In this economy, our customers need revenue, and we provide new revenue streams at very attractive prices and terms,” said Ed Stevens, Founder and CEO of Shopatron.

In a typical use of Shopatron solutions, manufacturers launch an e-commerce store and engage retailers as order fulfillment partners. All of the 47 sporting goods brands acquired in the quarter intend to partner with retailers.

“Manufacturers do well to partner with retailers in tough times. In the first quarter of 2009 alone, we had over 3,000 sporting goods retailers with active accounts, a 50% increase from the same period last year,” said Stevens. “We have seen growing interest from retailers looking for revenue sources.”