



Armada Skis Opens Online Store for Canada

GEAR & APPAREL - Hardgood

Written by Lori Knowles / SkiPressWorld.com

Monday, 08 December 2008 10:33

Armada skis has opened a new online stores in Canada, France and Germany...

Armada launched their United States online store two years ago. "By expanding our eCommerce presence to Canada, France and Germany, Armada will be able to better serve its customer base," said Hans Smith, CEO of Armada. "Not only will consumers in these countries be able to buy online through our website, but they will be able to pick up these items in their local neighbourhood stores."

Authorized Armada retailers can sign up for Shopatron for free to view orders placed on Armada's Web site. Once an order is placed, a retailer can bid on items they have in stock. The Shopatron system then awards the order to the closest bidding retailer.

These localized web stores will be deployed on Shopatron's Global Platform, which will provide shoppers multi-language and multi-currency order support.

"We are excited to help Armada continue their growth as a prevalent brand in the snow sports industry," said Brian Clausen, President of Shopatron, Inc. "Our Company is in the unique position to offer Armada a quick and efficient means of driving incremental sales to retailers in these developing customer segments."

FoMoInfo: www.armadaskis.com.

Photos courtesy of Armada.