

Brodart Supplies & Furnishings is pleased to announce the launch of its new and improved web site. The upgraded and updated site is the result of two years of user feedback, analysis, design, and programming. Our goal in creating the new website was to blend the many convenient shopping features found on major retail sites with the product assortment and expertise our customers currently enjoy.

The updated site features new and improved tools designed to make e-product procurement a breeze. Our most notable improvements include:



- **Product Reviews:** Allowing consumers to post product reviews increases conversion rates and decreases returned orders. It also allows an avenue for direct consumer feedback.
- **Improved Site Navigation:** We've reorganized our assortment to make finding products easier than ever. We have included a "shop by brand" feature that only highlights your products.
- **Simplified Product Pages:** Our simplified product pages make your products easy to order and visually stimulating. Post multiple product images and even video.

- **Suggested Products & Accessories:** to increase order size we have implemented cross sells and up sells so our customers get exposed to additional product options and accessories.
- **Featured Products:** the increase marketing capabilities of the site allow us more flexibility to feature your products. If you have a special offer you would like featured on our site don't hesitate to contact your Product Manager.

ABOUT BRODART CO.

Since 1939, Schools and Libraries alike have turned to Brodart Supplies & Furnishings for everything to keep their libraries running smoothly. From [book covers](#) and [book supports](#) to [kids wall murals](#), Brodart Supplies & Furnishings is a one stop shop for all your [library supplies](#). From humble beginnings, Brodart has grown to become an international company, serving libraries from the Northwest Territories to the Pacific Rim, with facilities in the United States and Canada. Brodart truly has evolved into a full-service [library supply](#) company. For additional information about Brodart Supplies & Furnishings, please visit www.shopbrodart.com or www.brodart.ca for our Canadian users, or call 1.888.820.4377 in the United States or 1.800.265.8470 from Canada.