

# ChannelUnity - Helping Retailers to 'Sell. Everywhere.™'

Submitted by: ChannelUnity

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FOR IMMEDIATE RELEASE

Manchester, UK - 15th January 2013 - North West Fund backed startup ChannelUnity has embarked on an ambitious new rollout schedule which will see its innovative multi-channel 'hub' for retailers expand to support a new marketplace website such as Amazon or eBay and more almost every week for the next 24 months, enabling retailers to expand internationally in a way which has never been possible before.

Launched in June 2012, ChannelUnity is like iCloud for eCommerce. It enables online retailers worldwide to connect their existing online store to marketplace websites, making selling on websites such as Amazon and eBay as easy as clicking a button.

ChannelUnity then works around the clock to keep product data such as stock level and price in sync with the changes as they are made on the retailer's store, and as the sales roll in on the marketplaces, they import into the retailer's existing online store meaning there's no extra work managing orders.

To enable its revolutionary 'one click publish' of products, ChannelUnity is designed as a trained intelligent system. At the heart of the platform is a unique database of product types (Socks, Shoes) and product attributes (Size, Colour). Retailers are asked to map their website categories and product attributes onto this database. ChannelUnity then understands the retailer's data, and intelligently understands the best category on each supported marketplace to list the product, and how to communicate the products to the marketplaces it supports.

Over 700 retailers from around the world have already tried ChannelUnity and many, including baby changing bag maker PacaPod, cookware retailer PastorinoCASA from Italy and home decor 'household name' Anna's Linens from America have been able to grow their businesses thanks to the platform's automation technology. In the coming weeks, the platform will gain support for MercadoLibre marketplaces, as well as Pixmania, Rakuten and more.

The service - currently only available for Magento powered retailers but coming soon to other shopping carts - costs just 49 GBP (79 USD / 65 EUR) per month per marketplace with no contract, with each marketplace available as a 14 day trial.

Speaking of the new schedule, Co-Founder & CEO Mark Newby said "We're at the beginning of what we hope will be an extraordinary year for us. For too long, services including ChannelAdvisor have charged retailers high monthly fees with percentage fees per sale, locked retailers into 12 month contracts or have charged retailers for customer support. These services have gone largely unchallenged and we are the challenger."

"We're on a mission to connect as many marketplaces to as many retailers around the world as possible. We say - pay a low monthly fee per marketplace per month, and grow with us as we add new places to sell. If you don't like us, cancel any time. We say that any support you need is free and even offer toll-free telephone customer support."

“We say that even the smallest retailer should be able to aspire to international growth, and we want to help make that happen. We say this is 2013, the year of connected commerce, we’re ChannelUnity and we’re here to help.”

For more information on ChannelUnity, visit us at the below link:  
Amazon and eBay Integration for Magento (<http://www.channelunity.com>)

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Notes to Editors:

Press contact: Mark Newby, Co-Founder & CEO, +44 (0)7931 171446 / [mark@camiloo.co.uk](mailto:mark@camiloo.co.uk)

A demo account has been set up for you to look around at <http://staging.channelunity.com/>  
Log in using camiloo / demo / demo123 - feel free to take screenshots of this account as all information within it is dummy data, but please do not include the login details publicly

A hi-res version of the ChannelUnity logo may be downloaded from the URL below:  
[http://www.channelunity.com/files/2013/01/cu\\_logo\\_2013.jpg](http://www.channelunity.com/files/2013/01/cu_logo_2013.jpg)