



Brand Labs Partners with Two New e-Commerce Companies

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Home storage and patio furniture retailers choose e-commerce specialists Brand Labs to create and manage e-stores.

PR9.NET July 10, 2007 - Rochester, MI - Brand Labs announces it has taken on the creation and daily operations of two new e-commerce sites, www.theshelvingstore.com and www.patiopreserve.com. [Theshelvingstore.com](http://www.theshelvingstore.com) is a home storage online store selling customized residential shelving and storage units. [Patiopreserve.com](http://www.patiopreserve.com) is a discount patio furniture and accessories online store. Brand Labs partners with retailers and manufacturers to operate and grow their e-commerce businesses.

"With years of manufacturing and wholesale experience, both Shelving, Inc. and Patio Preserve's expertise and leadership in their respective industries lead them to embark on the e-consumer market," said Kevin Harman, president of Brand Labs. "Brand Labs offer a distinctive selling point—from site design to fulfillment—we move products." Brand Labs Complete is the company's "total e-commerce solution" offering web site design, e-marketing and branding, merchandising, logistics, call center operations, order fulfillment and a signature financial analytics program. The e-reporting program, which extends far beyond traditional web metrics and reporting. With an in-house CPA, the company meets monthly with clients to analyze financial data.

"One of the main reasons I partnered with Brand Labs was because of their extensive e-reporting capabilities--for a business owner, the financial analytics and consulting services they offer are the ultimate 'show me'," said Joe Schodowski, president of Shelving, Inc. who's nearly 50-year old industrial shelving company decided to take on the growing demand of home storage products for the residential consumer. The [shelvingstore.com](http://www.theshelvingstore.com) is a complete home storage and shelving solutions e-store for every room in the house.

[Patiopreserve.com](http://www.patiopreserve.com) features a wide variety of stylish, yet functional patio furniture including all-weather wicker, cast aluminum and sling style furniture. The site always features a large assortment of bird baths, chimeneas and fire pits, benches, and miscellaneous garden accessories. A new trend in outdoor living has made the consumer aware of the importance of long-lasting and maintenance-free furniture. "Patio Preserve has specifically accommodated this growing trend offering only a wide variety of quality weather-friendly furniture and accessories at discount prices," said Jenny Jiang, president of Patio Preserve, a Rochester-based patio furniture manufacturer.

Both web sites offer a fresh creative design and navigation overhaul offering customers an easy, engaging and interactive shopping experience with free ground shipping on most items.

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About Patio Preserve, The Shelving Store

Patio Preserve (www.patiopreserve.com)

Patio Preserve offers high quality, outdoor patio furniture and umbrellas, bird baths, arbors and trellises, garden accessories, chimeneas and fire pits--all at discounted prices. We are unique in that we are manufacturers, designers, and customer service experts. This combination has paved the way for our superiority in the business. Visit us at www.patiopreserve.com.

The Shelving Store (www.theshelvingstore.com)

The Shelving Store is a multi-channel retailer of home storage systems consisting of a storefront, catalog, personal design team, and e-commerce web sites [theshelvingstore.com](http://www.theshelvingstore.com) and [shelving.com](http://www.shelving.com).

About Brand Labs

Brand Labs partners with retailers and manufacturers to operate and grow their e-commerce businesses. Its comprehensive and scalable suite of e-commerce services are designed to help businesses maximize their e-commerce dollars in a short amount of time. Brand Labs manages e-commerce operations including e-marketing, order management, fulfillment and logistics, customer service, and e-reporting and consulting. With a proven track record and years of experience managing e-commerce web sites, Brand Labs helps businesses focus on their offline business. Please visit www.brandlabs.us or call us at 248-318-0935.

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