

14/10/2013 - Mountain Hardwear gives its retailers the social edge with revolutionary social media platform from purechannelapps

BATTLE, UNITED KINGDOM, October 15th, 2013 – purechannelapps™ – provider of innovative and channel-focused web-based solutions - announces that Mountain Hardwear is launching socialondemand® to provide its network of retailers with a stream of ready-made social media content.

Mountain Hardwear, a leader in innovative, premium outdoor apparel, equipment and accessories, is initially rolling out socialondemand in early September 2013 for its US base of retailers, under the name of 'Mountain Hardwear Content Lab'. The online tool from purechannelapps is designed specifically for companies that use a channel as a route to market, and enables the centralised syndication of content through the social media platforms of these channel businesses to directly reach and influence consumers, both existing and potential.

"Incredible athletes, adventures, design and consumer feedback lead to a unique and rich library of stories and images surrounding our brand. We know many retailers are looking for ways to connect with customers so we wanted to find a way to share the engaging social media content we are creating. socialondemand allows us to do just that with single-click syndication, providing retailers with a simple and effective customer engagement tool," commented Farrell Hall, Digital Marketing Manager, Mountain Hardwear.

"Akin to both B2B and B2C sectors, companies face so many demands running their businesses, and content creation is a continual drain on resources," confirmed Olivier Choron, CEO and Founder of purechannelapps. "Not only will this tool enable Mountain Hardwear's retailers to save time by publishing a ready-provisioned stream of content via their own social media platforms, it will enable both the retailers and Mountain Hardwear to build stronger relations with customers and prospects."

About Mountain Hardwear:

Mountain Hardwear is a leader in innovative, premium outdoor apparel, equipment and accessories. We celebrate bold ideas, the drive to challenge the edges of our potential, and the joy, friendships and personal growth that come from that endeavor. We work with era-defining athletes to develop lightweight, easy-to-use and incredibly well-crafted outdoor clothing and equipment. Mountain Hardwear, Inc., founded in 1993 and based in Richmond, CA, is a wholly-owned subsidiary of Columbia Sportswear Company and distributes its products through specialty outdoor, running, and sporting goods retailers in the United States and 51 countries worldwide. www.mountainhardwear.com

About purechannelapps:

purechannelapps Limited delivers innovative, revolutionary and channel-focused web-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and collaborate with their channel partners and intermediaries. purechannelapps' goal is to simplify many of the vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit www.purechannelapps.com.

Supporting materials:

To learn about socialondemand, please visit www.purechannelapps.com