

Rapala Launches New Multi-Brand eCommerce Site Powered by Demandware

Tuesday 14 August, 2012

New site gives anglers the one and only place to find every item made by Rapala

London, UK. – August 14, 2012 – Demandware® Inc. (NYSE: DWRE), a leader in on-demand ecommerce, today announced that Rapala, a leading global fishing equipment company, has launched its first ecommerce site, rapala.com, on the Demandware Commerce platform. The site currently represents 10 Rapala brands, all sharing a single shopping cart.

Rapala cites its creation back to 1936, when the Finnish fisherman Lauri Rapala crafted his first fishing lure out of cork, tinfoil, and melted photographic negatives. Today Rapala is the world's leading fishing lure brand, selling its full line of lures, knives, tools and accessories to fishermen in more than 140 countries worldwide.

With a large multi-brand portfolio, Rapala's B2C strategy of providing the one and only place where anglers can find every item made by Rapala was easily achieved with Demandware's storefront. Until now, only a limited selection of the most common Rapala items could be found via online retailers. By providing Rapala with the capabilities to create a central site for all of its brands, Demandware is enabling the company to deliver a mall-like shopping experience that maximizes order size. Rather than visiting separate brand sites to purchase different items, fishing enthusiasts can now easily browse and shop for all their fishing equipment across brands from one easy-to-navigate site; add items to their online "Tackle Box;" and then conveniently check out from one central shopping cart.

"We needed a commerce partner that could provide us with the tools and flexibility to support and grow our new online channel; we've certainly found that ideal partner in Demandware," said Naomi Dwyer, vice president of IT at Rapala. "We are excited to launch our first online store in the U.S. which provides a virtual destination where fishing enthusiasts can easily and efficiently shop across all of our brands."

With Demandware, Rapala benefits from:

A feature-rich and flexible platform that empowers its ecommerce and marketing teams to rapidly make site changes and launch new brands quickly and easily

A scalable and secure infrastructure that minimizes risk and allows Rapala's small IT department to focus on innovation and growth, rather than managing software and adding infrastructure

New capabilities delivered quietly and seamlessly through automatic upgrades, without disrupting Rapala's daily operations

Merchandising and strategy expertise shared through Demandware's Retail Practice team of ecommerce experts working with Rapala to accelerate success

"For decades, Rapala has built a reputation for delivering only the finest in fishing lures and equipment. Like so many multi-brand businesses with a global growth strategy, Rapala faced the challenge of expanding its market presence online as quickly and smoothly as possible," said Jamus Driscoll, senior VP of marketing for Demandware. "Demandware provides Rapala with the support and flexibility it needs to achieve this growth over the long term, without compromising the brand value they have built over the years."

Learn More - Rapala Case Study Webinar

Join us on **Wednesday, August 15th for a live webinar**, When to Cut Bait with Your eCommerce Platform: A Case Study with Rapala featuring Naomi Dwyer, VP of IT for Rapala along with REV Solutions and Demandware to hear why this leading manufacturer and distributor of fishing equipment decided to re-platform its commerce business. Register Today

About Rapala

Rapala was unofficially founded in 1936 when Lauri Rapala invented the Rapala fishing lure. Rapala has grown from humble beginnings to a market leader in the fishing tackle industry. The Rapala brand's

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functionality and high quality are known by fishermen around the world. Rapala maintains its strict standards of craftsmanship while delivering its fishing products to anglers in more than 140 countries.

About Demandware

Demandware (NYSE: DWRE) is a leading provider of software-as-a-service (SaaS) ecommerce solutions that enable companies to easily design, implement and manage their own customized ecommerce sites, including websites, mobile applications and other digital storefronts. Customers use our highly scalable and integrated Demandware Commerce platform to more easily launch and manage multiple ecommerce sites, initiate marketing campaigns more quickly, and improve ecommerce traffic. For more information about Demandware, visit www.demandware.com, call 01273 475128 or email info@demandware.com.

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