

Taiga Works Launches New E-Commerce Store for Outdoor Gear and Clothing

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Press release from: [Taiga Works](#)



Vancouver, BC, August 15th, 2007 – Taiga Works, a Canadian manufacturer of outdoor gear and clothing, has finally entered the e-commerce market with its own online store. Taiga Works has been manufacturing outdoor gear at its Vancouver factory for over thirty years. Prior to launching their website, Taiga Works primarily sold their products within the Vancouver area. Now they are selling their camping and hiking gear globally.

Taiga Works' shopping cart was officially launched on August 15th, 2007. Previously their website only accepted orders via fax or telephone. Now customers can log on to the Taiga Works website and place orders using their credit card. Their shopping cart uses SSL encryption to protect customer's personal and payment information.

With the shopping cart comes many other new website features. You can now search their product catalog either by category or by using their search box. You can easily switch between Canadian and US currency. Customers can submit product reviews to share their experiences with others. Also you can e-mail specific product pages to a friend.

Taiga Works is entering a very competitive market with established stores such as REI, BackCountry and Mountain Equipment Co-Op. These industry leaders have been developing their online presence for over a decade. These companies all sell products from the top brands in outdoor gear and clothing. Taiga Works is using a different approach by primarily selling products they manufacture themselves. Most Taiga Works products are manufactured in Canada instead of overseas like most clothing manufacturers.

Taiga Works is showing that a small scale manufacturer can compete on a global scale, even if they join the race a decade late. Today's technology makes it easy to develop brand recognition and get people talking about your products. The internet brings the global marketplace right to your desktop.

For additional information on Taiga Works' new e-commerce store contact Jeremy Biberdorf or visit www.taigaworks.ca

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About Taiga Works – Taiga Works manufactures and sells a wide range of outdoor equipment and clothing including: down garments, waterproof Gore-Tex jackets, fleece apparel, sleeping bags, tents and backpacks. Their gear has been used on many mountain climbing expeditions across the world.

[You can find this press release here](#)