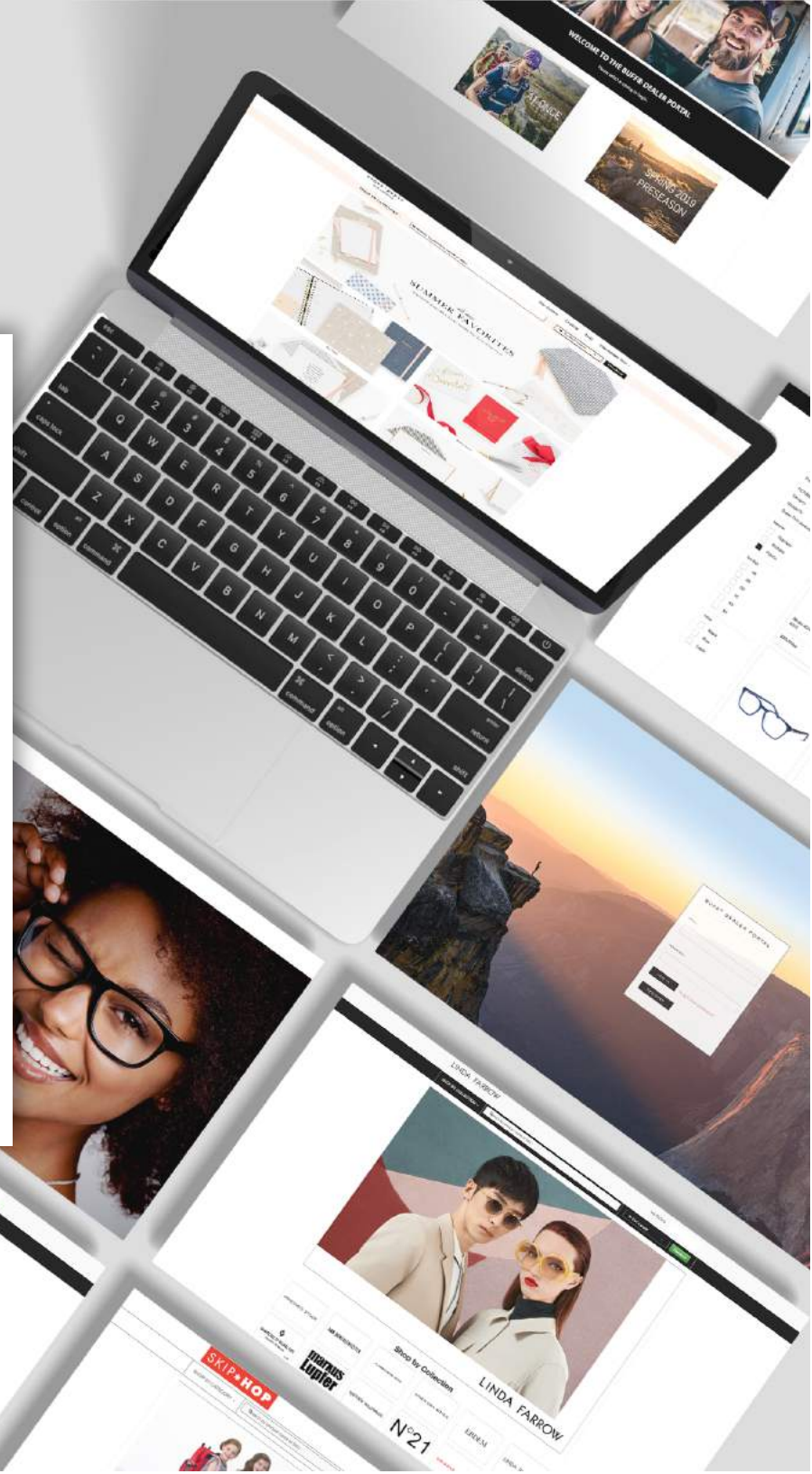




# HANDSHAKE DIRECT: CUSTOMER EXAMPLES

Handshake sets up manufacturers and distributors across all industries on Handshake Direct, our B2B eCommerce solution. Here's a collection of some of our favorite sites.



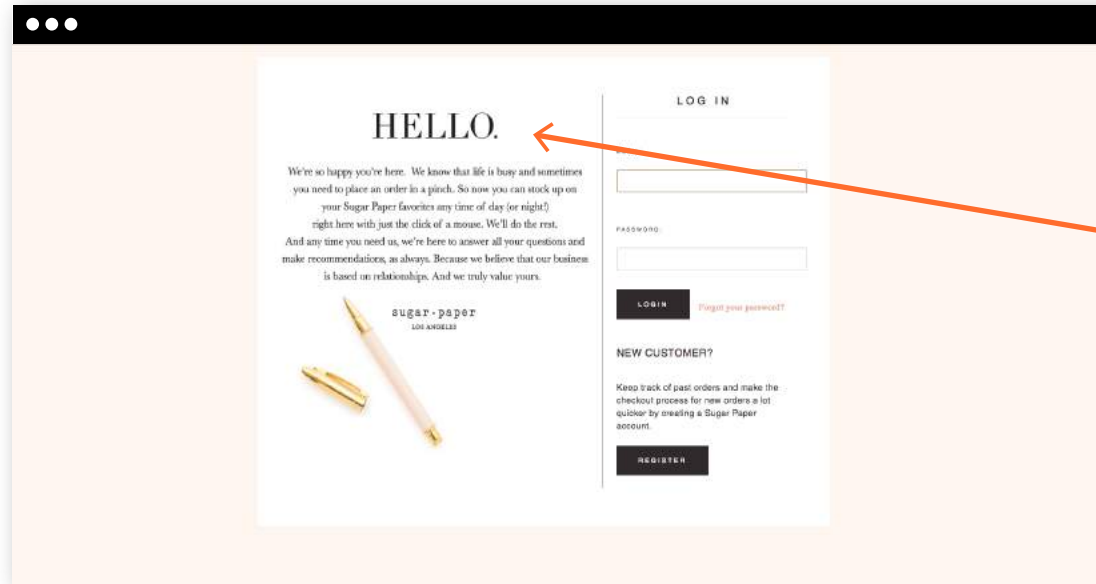
# INTRODUCTION

At Handshake, we've set up manufacturers and distributors across every industry on Handshake Direct, our B2B eCommerce solution. Whether you use Handshake out of-the-box or we customize your site with your special images, fonts, and colors, you'll have a B2B eCommerce site that's intuitive, and totally optimized for B2B.

This asset is a collection of sample images from our customers' Handshake Direct sites. For more information on setting up your own B2B eCommerce site, contact us at [info@handshake.com](mailto:info@handshake.com) or 855-532- 9044 (+1-646-434-2553 intl.).

sugar · paper  
LOS ANGELES

INDUSTRY:  
GIFT & HOMEWARES



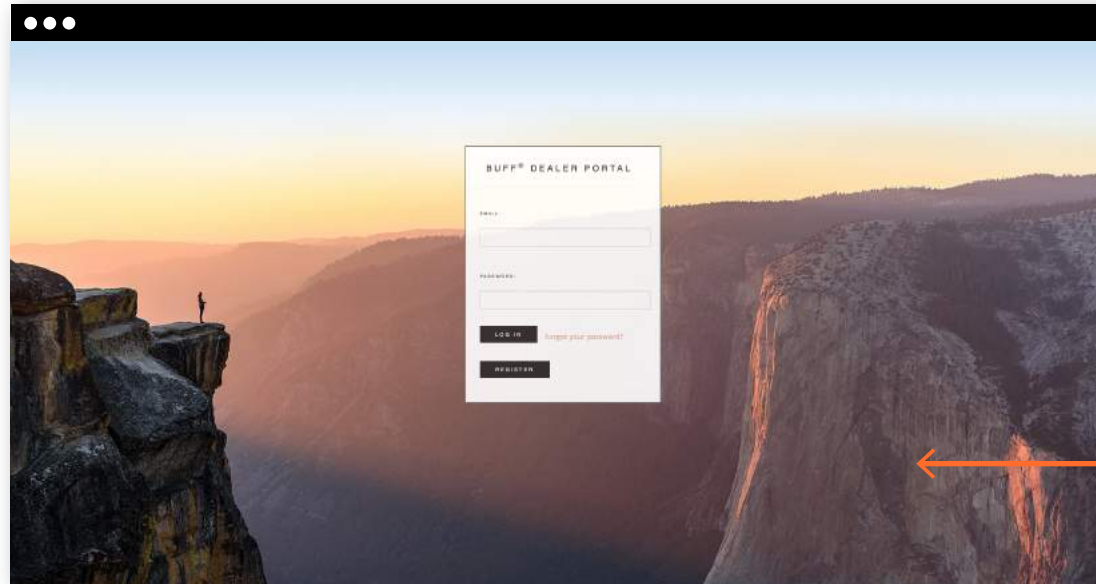
Sugar Paper's customized login page includes a special welcome message.

We help Sugar Paper and other design-centric companies remain on brand, customizing the look and feel of the entire buying experience.



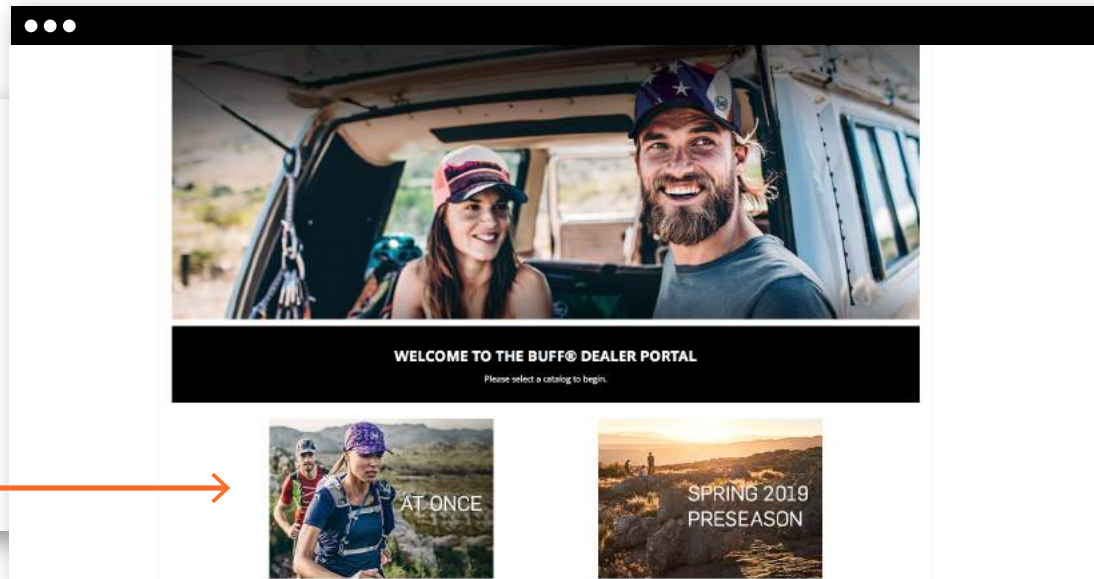


INDUSTRY:  
SPORTING GOODS



We created this customized Handshake Direct login page for Buff to create a seamless, on-brand experience their customers— even from the moment they log in.

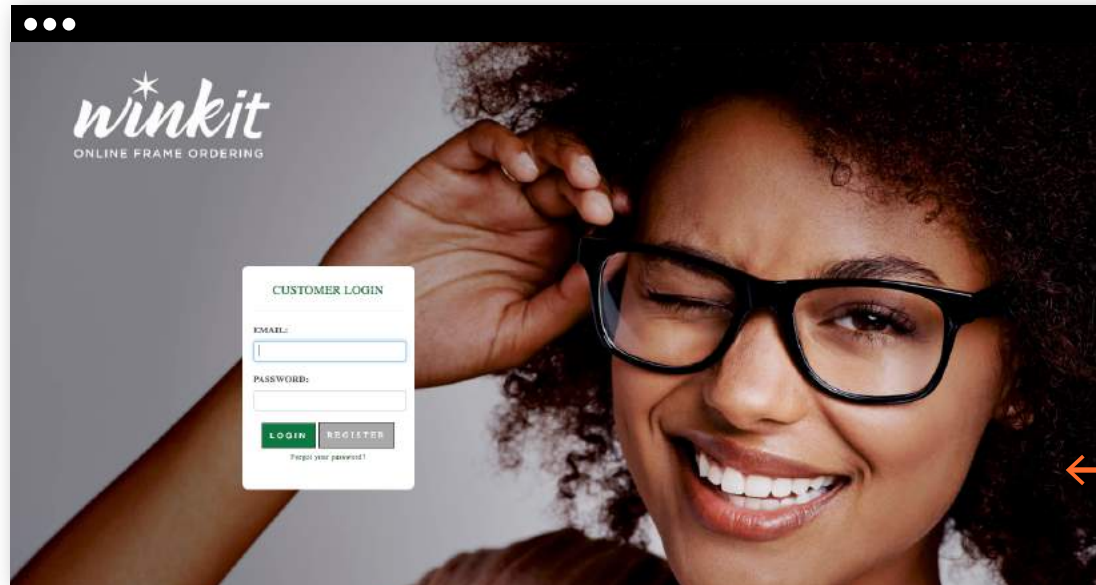
Buff uses our Catalogs & Collections features to showcase both their in-season and preseason catalogs in Handshake Direct.



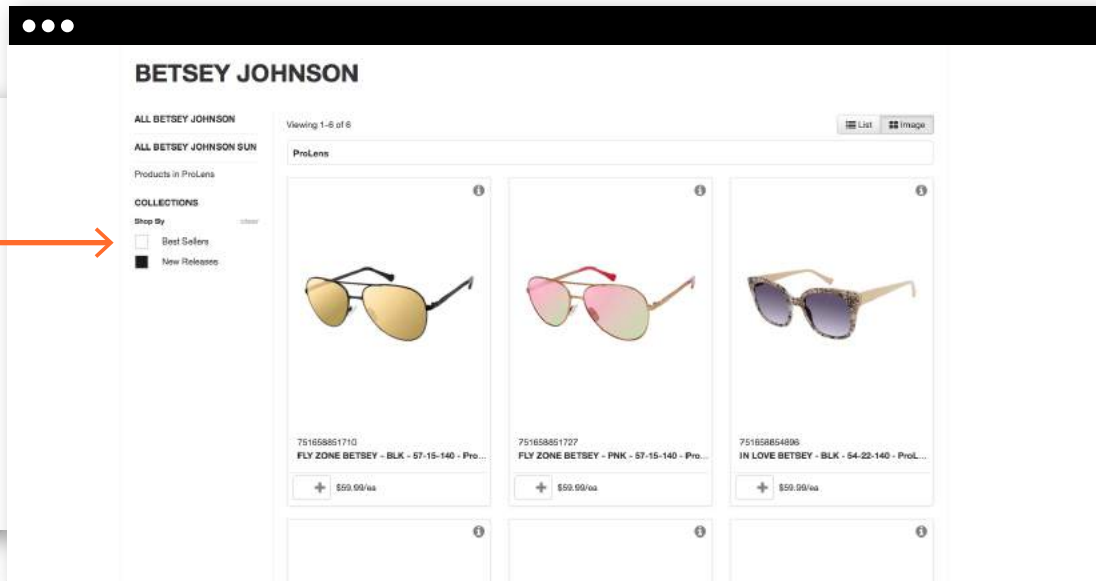




INDUSTRY:  
EYEWEAR & OPTICAL



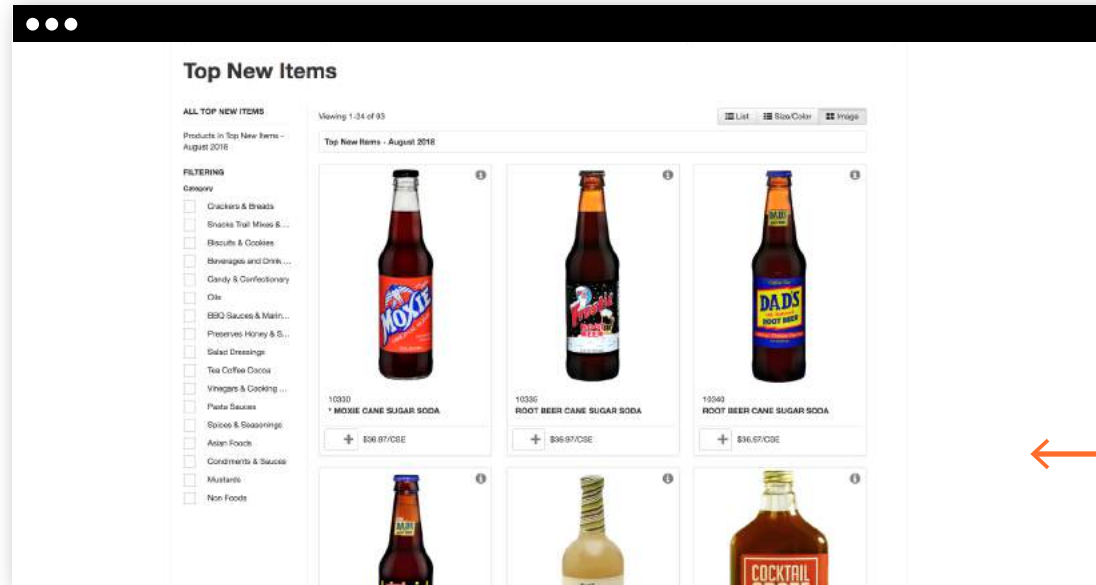
Walman Optical branded Handshake Direct with a special name, Winkit, and we created this login page to achieve their brand consistency.



Walman set up our custom Filters functionality to allow buyers to navigate their catalog by Best Sellers or New Releases.



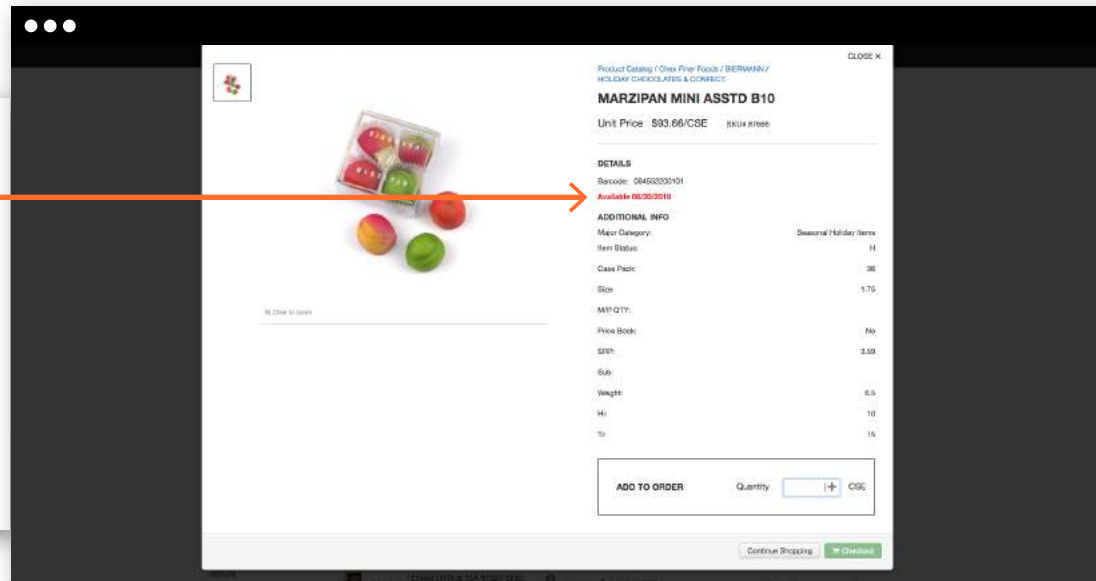
INDUSTRY:  
FOOD & BEVERAGE



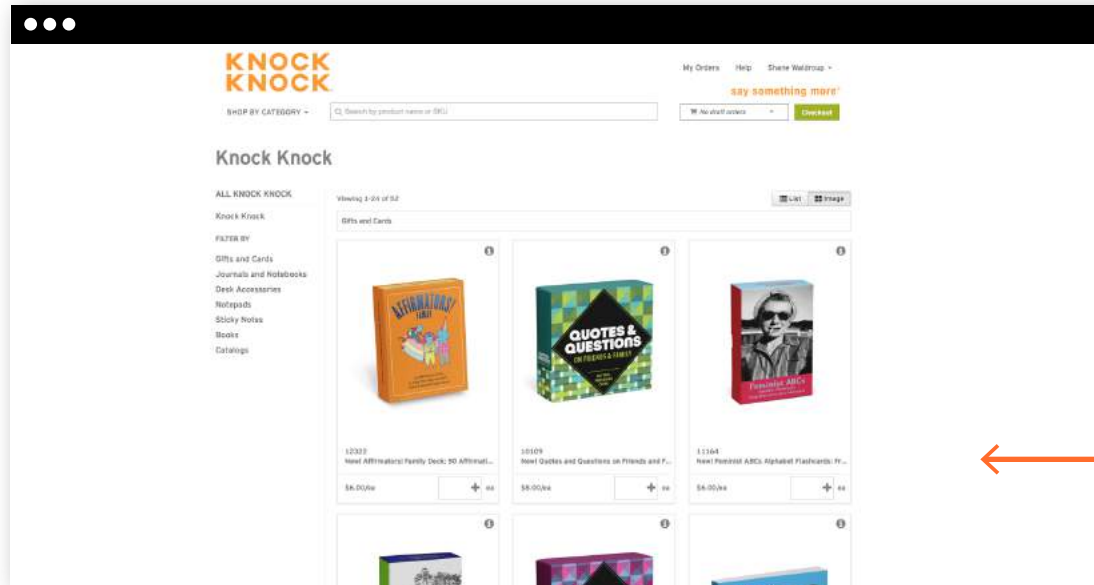
Chex Finer Foods makes it easy for buyers to find a curated selection of their top new items in Handshake Direct.



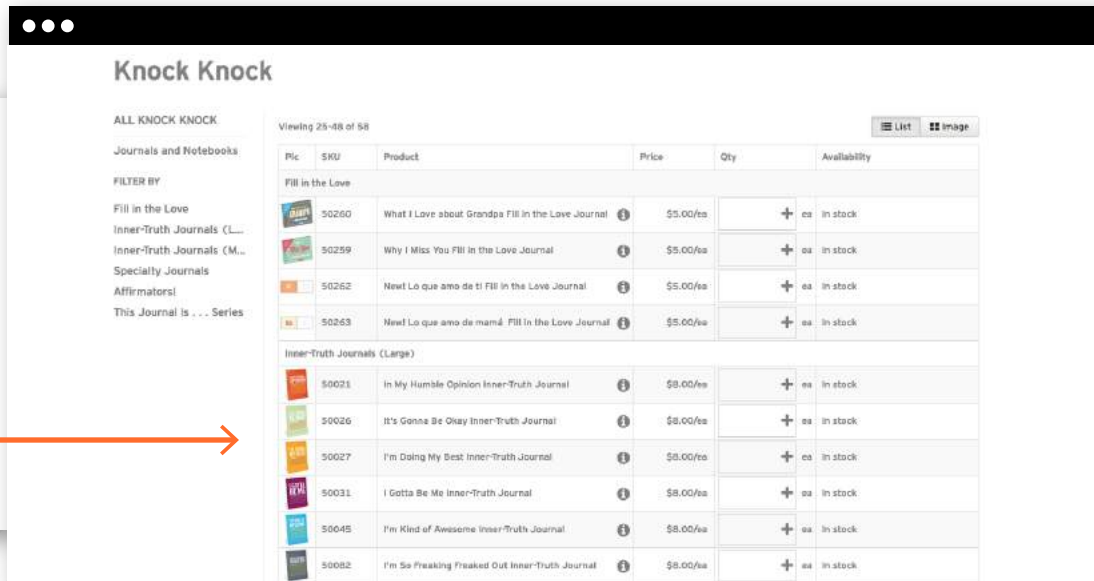
Chex uses our Inventory feature to notify buyers of “Available-to-Ship” dates on items that are currently on backorder.



**INDUSTRY:**  
GIFT & HOMEWARES



We've brought in Who's There's custom fonts into Handshake Direct so their buyers have a consistent brand experience.

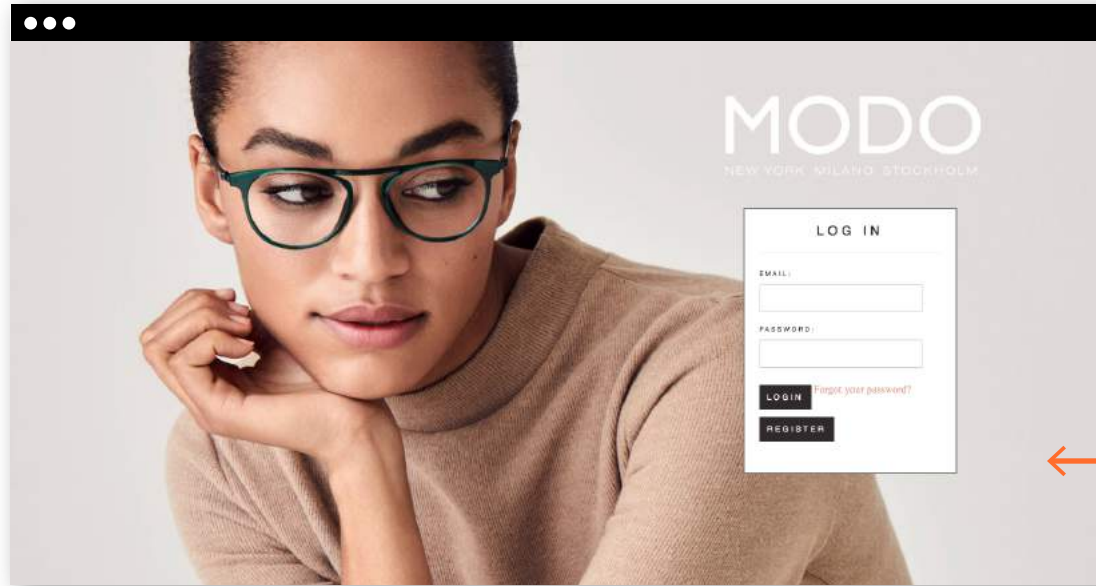


With Handshake, your buyers can browse your catalog according to their preferences, whether it's a gallery or list-view.



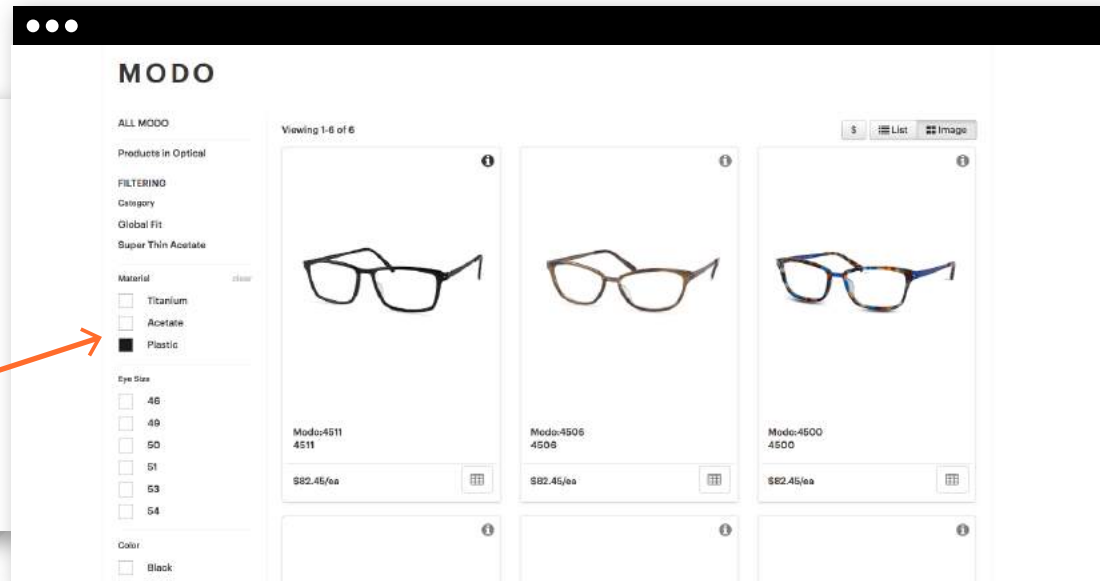
# MODO

INDUSTRY:  
EYEWEAR & OPTICAL



Modo's customized Handshake Direct login page gives their customers a seamless, on-brand experience from the moment they log in.

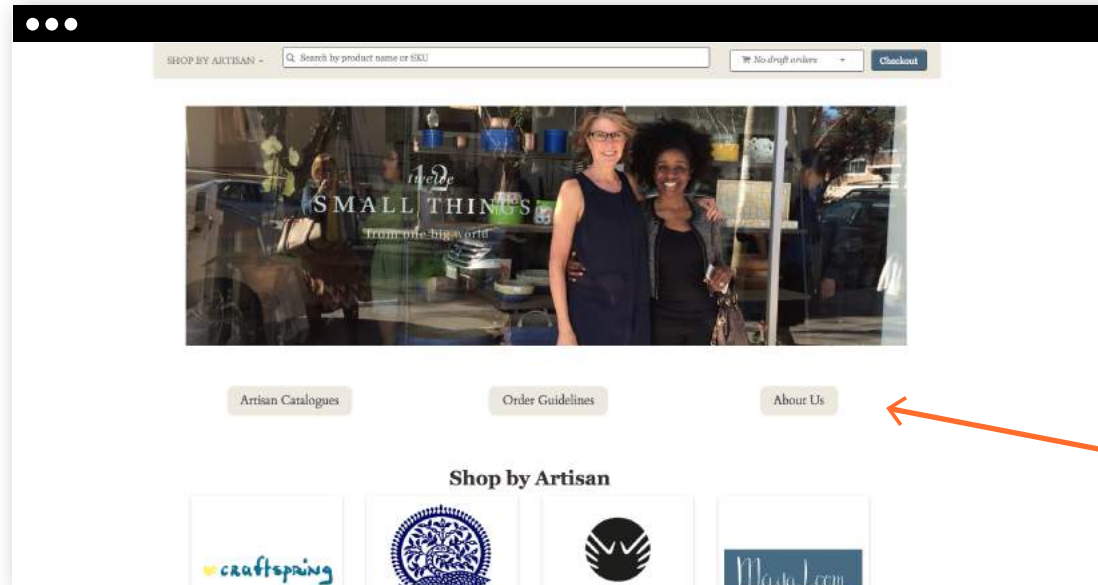
Modo uses our Filter feature to allow buyers to easily filter products by material, size and color.





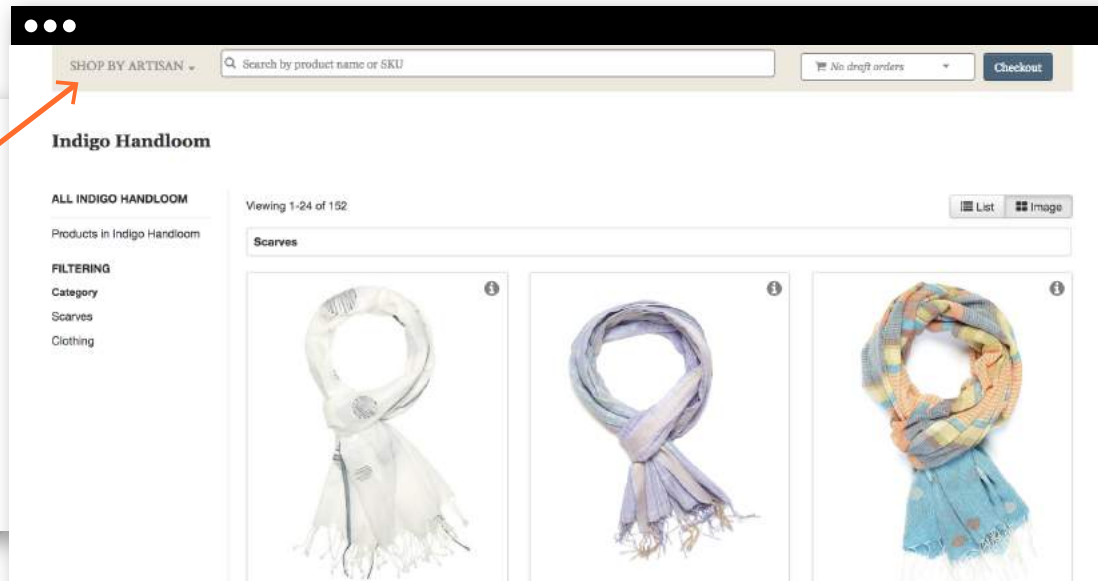
twelve  
SMALL THINGS  
from one big world

INDUSTRY:  
GIFT & HOMEWARES



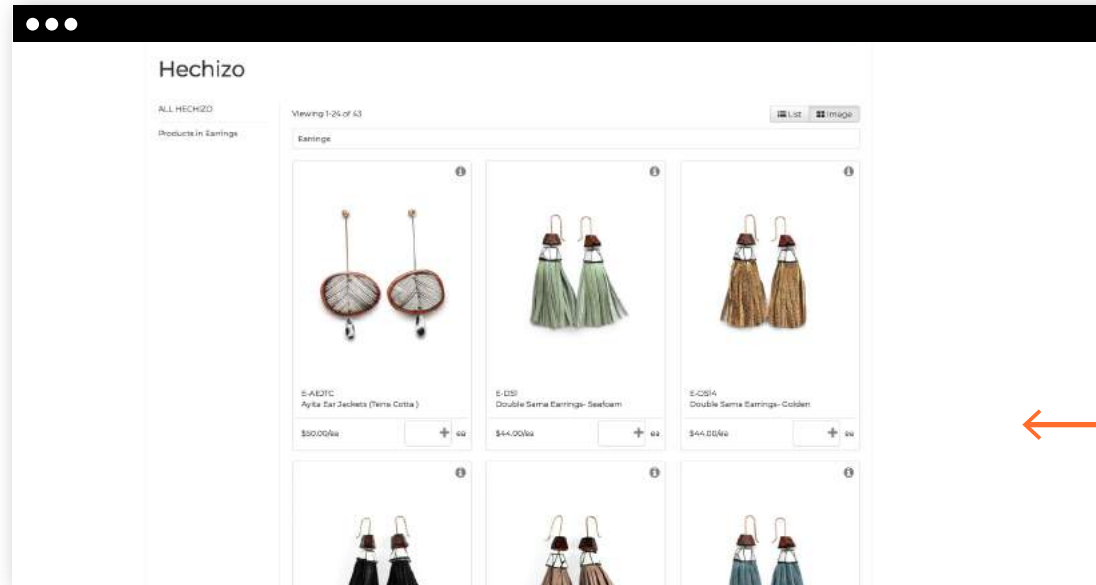
We customized 12 Small Things' dashboard to include links to their most important pages and PDFs directly below their hero image.

12 Small Things customizes Handshake Direct to allow their buyers to browse by Artisan.



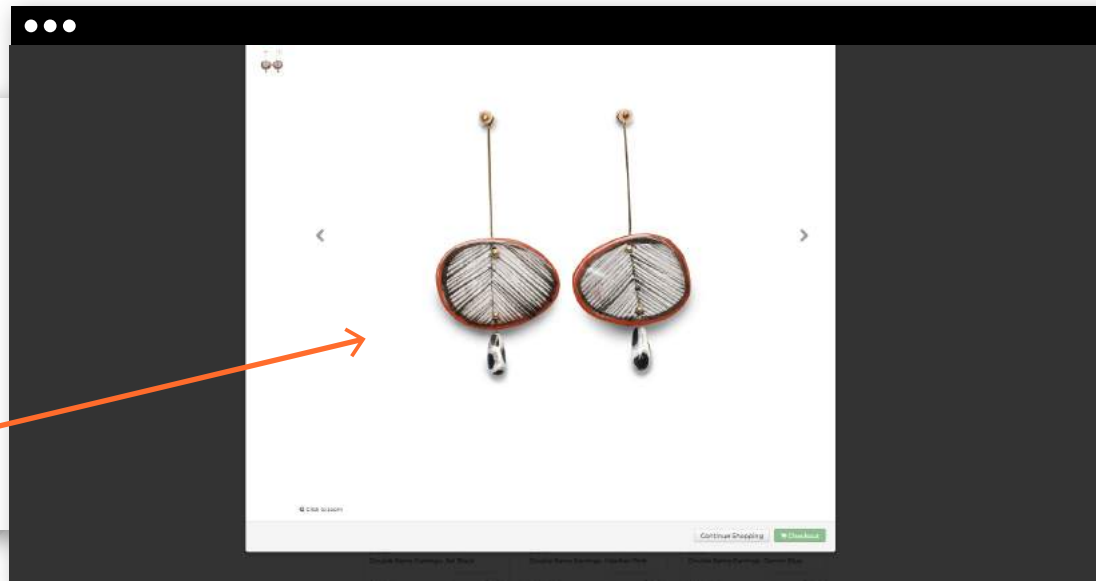


INDUSTRY:  
ACCESSORIES



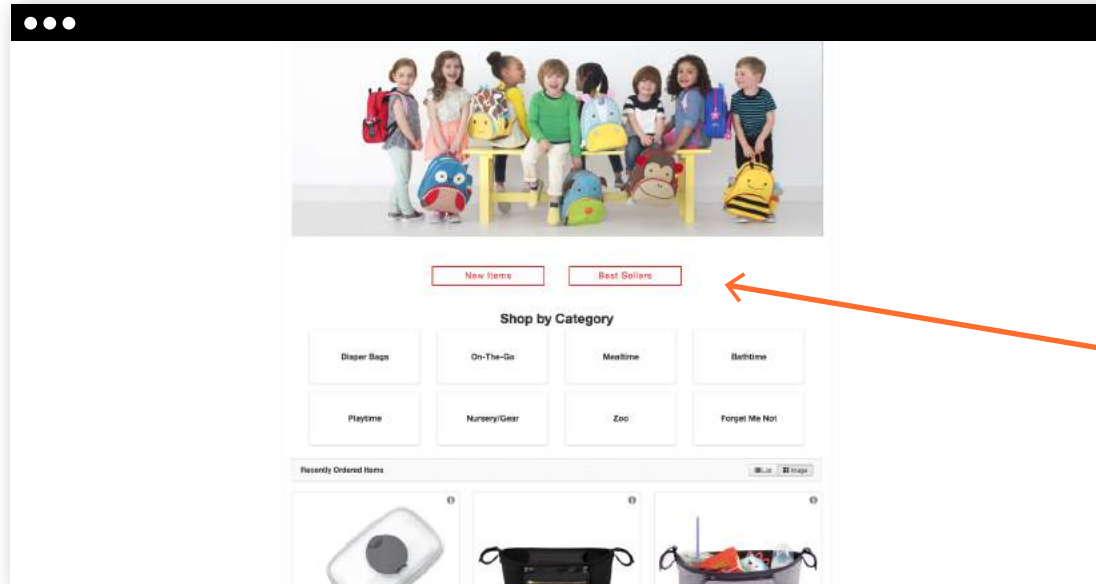
Hechizo buyers can choose to browse their catalog in the gallery or list-view.

Handshake's image zoom feature is important for companies like Hechizo that sell intricate, detailed products.



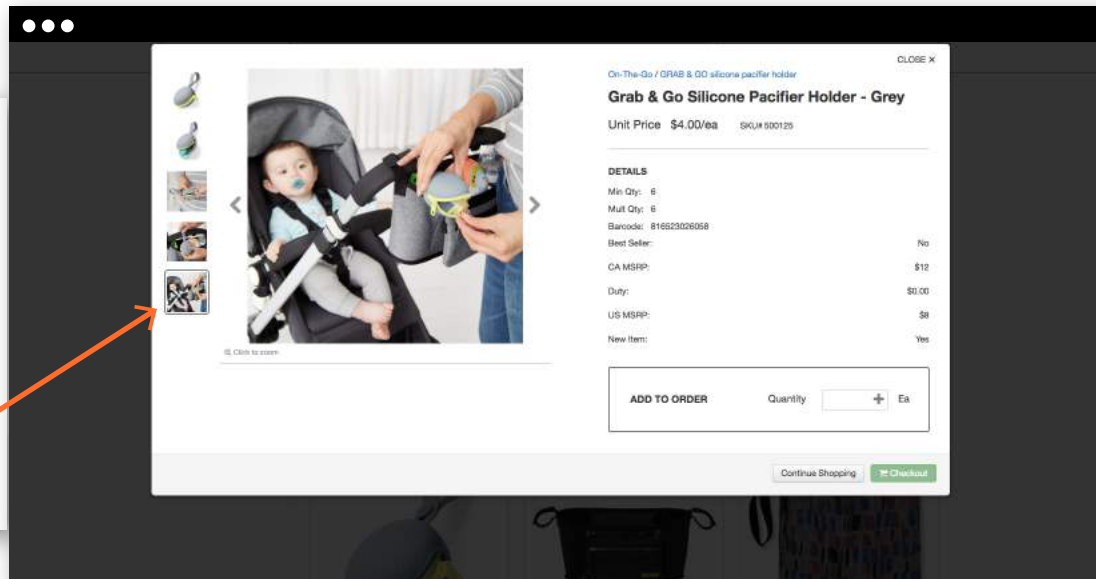
**SKIP\*HOP®**

INDUSTRY:  
BABY & KIDS



Upon login, Skip Hop buyers can shop by category, or conveniently tap into their recently ordered items.

Skip Hop loads up multiple high-res images of each item in Handshake, including lifestyle imagery that helps their products shine.



# ABOUT HANDSHAKE

Founded in 2010, Handshake provides the B2B Commerce platform that helps manufacturers and distributors get closer to their customers with seamless ordering both in-person and online. Handshake Direct allows your customers to place orders 24/7 through a website and a mobile app, and Handshake Rep is a mobile app for sales reps to write orders and access a digital catalog, inventory, and order history in the field.

To set up your B2B eCommerce site with Handshake or to learn more about our products, contact us today.

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**US Toll Free:** +1 (855) 532-9044

**International:** +1 (646) 434-2553