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Earthlite Launches Brand New B2C Website with a Promotion

The new website features an updated design and a wide range of new functionalities to enhance the customer experience. Earthlite will celebrate this launch with an attractive two-week promotion.

Vista, CA, July 1st, 2020 – Earthlite, LLC (“Earthlite”), the industry leader in massage & spa supplies and equipment, announced the launch of its new website, www.earthlite.com, featuring a completely updated design and a wide range of new functionalities to enhance the customer experience. For the next two weeks, Earthlite will celebrate this launch with a 15% discount for all new and returning customers (with free shipping for orders over \$50).

Earthlite, with its expanding customer base and extensive portfolio of wellness companies, sought to create a web platform that could accomplish the following goals:

- Fully integrate top selling sister brands such as Stronglite® and Inner Strength®, and Earthlite’s growing Holistic Alchemy® and Home Wellness product lines to provide them greater visibility on the Earthlite site.
- Provide more intuitive navigation and elastic searching to make finding products easier and extend the use of Livechat and Contact buttons to all pages.
- Offer a color option configurator for improved product visualization.
- Automate customer updates on lead times, order tracking, late order and back order notifications.
- Enable customer accounts to store multiple ship to addresses, access special pricing, track order history, re-order or request product return authorization.
- Improve visibility of Earthlite’s social media channels and activity.
- Offer a new spare part finder to enhance after-market experience.

According to Jennifer Greune, Earthlite’s Director of eCommerce and Digital Marketing, “This exciting new website will create the foundation to upgrade and replatform the entire Earthlite brand portfolio, including the Living Earth Crafts®, Continuum Pedicure® and Tara Spa Therapy® brands.” According to Jim Chenevey, Earthlite’s President & CEO, “Our next step will be to launch Earthlite’s B2B platform. We intend to revolutionize the way our global network of distributors orders our product and facilitates the sharing of product information in real time.”

About Earthlite

Founded in 1973, Earthlite has been the pre-eminent sustainable manufacturer of massage, spa, and pedicure equipment and supplies, serving a broad range of wellness segments.

Headquartered in Vista, CA, Earthlite nurtures a family of six highly respected brands, including Living Earth Crafts®, Stronglite®, Earthlite®, Continuum®, Inner Strength® and now Tara Spa Therapy®. Earthlite operates sustainable manufacturing and distribution facilities on three continents with products sold in more than 120 countries, worldwide. In 2016, the Green Spa Network awarded Earthlite the distinction of “Sustainable Manufacturer of the Year.” Recently, the Company garnered national recognition being voted by readers of American Spa Magazine the Professionals Choice Award for “Favorite Treatment Table Manufacturer” and “Best Company for Product Support” for an unprecedented 9th year in a row.

www.earthlite.com