

# Cleverbrand Brand Story

Cleverbrand has become a leader in ecommerce, providing a unique shopping experience that combines unparalleled customer service with competitive prices on all products. Since its humble beginnings in 2006, Cleverbrand has seen exponential growth year after year and our wide selection of innovative products is always expanding.

It all started with a business idea to launch a fully online department store. Cleverbrand wanted to figure out how to sell sheets and rolls of cork, rubber, neoprene, felt, and other industrial materials, along with a core line of specialty products, fully online. With the advantage of local manufacturers close at hand, Cleverbrand could offer factory-direct prices for its growing base of resourceful, creative customers. Within its first four years, Cleverbrand's sales were doubling every year.

Since the beginning, Cleverbrand has offered versatile materials in forms and quantities difficult to obtain in regular stores. In addition to natural and synthetic materials, our offering has expanded to include yoga products and sporting goods, jergas, and Mexican blankets. Our vision to make it easier for people to resource their projects continues to drive our growth.