

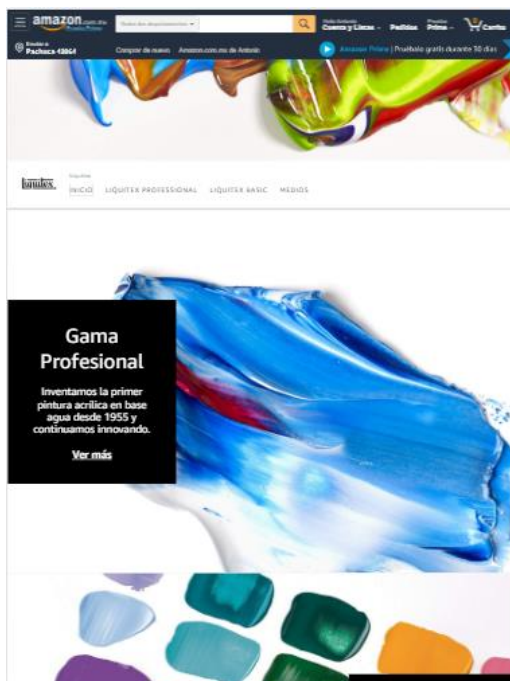
# Colart sales up on Amazon Mexico & Amazon Brazil

Thanks to the work from the International Sales Team, Liquitex and Winsor & Newton are now present on the Amazon website in Mexico and in Brazil!

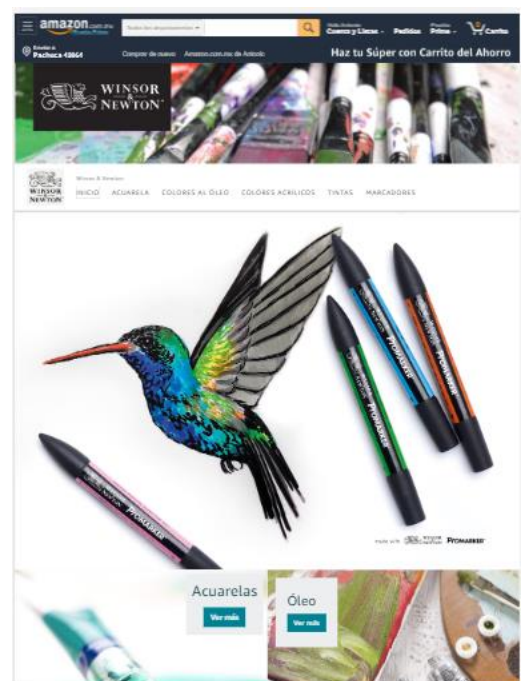
In the past few months, more and more items and assorted colours were uploaded to the platform, giving our South American consumers a large choice of products, should they decide to purchase them on the platform.

Our partners in Brazil and Mexico have worked very hard to get to a stage where the pictures are in place, the range is extended, the descriptions are in Spanish/Portuguese and the brand pages are in place for Winsor & Newton and Liquitex (Mexico for now but soon to follow in Brazil)

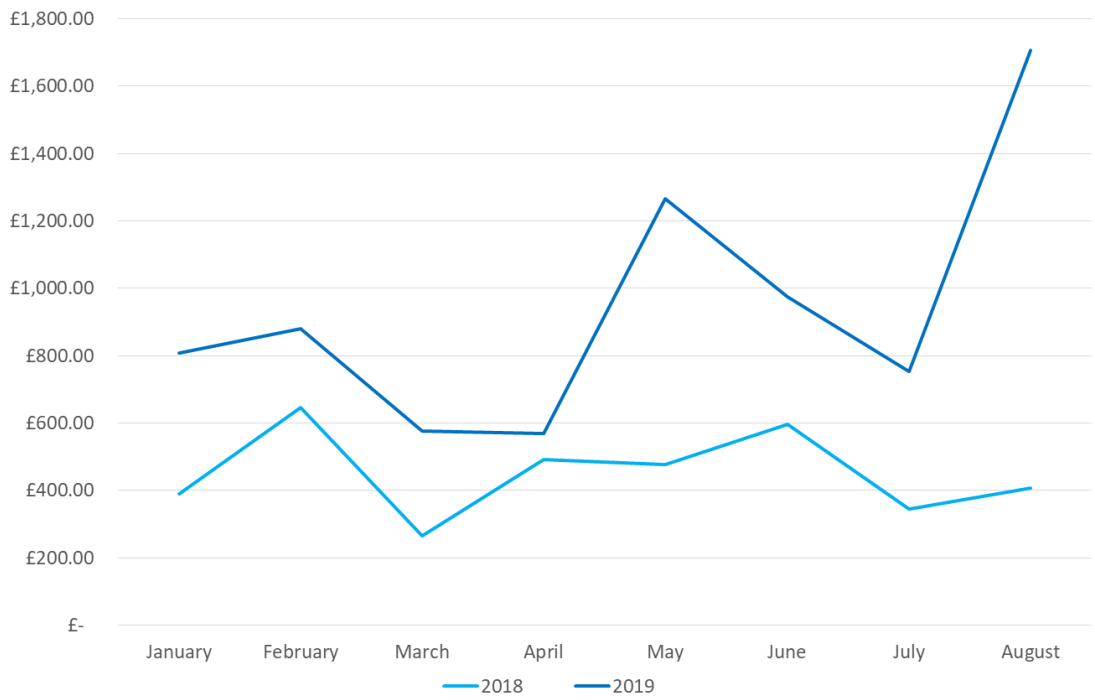
Liquitex brand page on Amazon Mexico:



Winsor & Newton brand page on Amazon Mexico:



The impact is clear, when brand pages and ranges were established sales jumped, for example here are the sales 2018 vs 2019. We can clearly see two jumps, one in April/May 2019 where the entire catalogue was uploaded and one in July/August 2019 when the brand page was created on Amazon. (figs below are for Mexico)



Overall we have seen a growth of 91% over the same period last year. The base might be small but our local partners see the value and benefits of getting Amazon right as a brand as well as selling too.

