



*** For Immediate Release ***

Crafted by American Hands™ - aftcra.com announces official launch

Platform offers an online marketplace for handcrafted goods, explicitly made in America.

MILWAUKEE (Dec. 13, 2012) – aftcra.com officially launches an e-commerce platform today to sell artisanal goods, crafted by American hands, to meet increasing demand for “Made in America” products in the United States and around the world. The boutique site offers talented artists an uncluttered marketplace to sell their goods to U.S. consumers and global buyers, who are key consumers of U.S. products.

“We are excited to formally launch www.aftcra.com into beta. The last two years have been spent researching, developing, and finally releasing our site into beta. We’re focused on helping the local American artisan present their unique creations to an expecting audience. It’s an important, growing movement that we’re excited about, and the initial response has been amazing,” states Dan Riegelman, Vice President of Communications at aftcra.

aftcra’s philosophy can be summed up as:

1. Only sell American goods, crafted by American hands
2. Provide an easy to navigate marketplace that lacks clutter
3. Sustain **aftcra's** boutique approach
4. Maintain a humble, family-like approach to doing business
5. To have fun and promote all things handmade

In a shopper research survey recently conducted by [Perception Research Services International](http://www.perceptionresearch.com), results indicate that four out of five shoppers notice “Made in the U.S.A.” claims on packaging—similar to 2011 levels (83 percent vs. 80 percent). And 76 percent of those shoppers claim that they are more likely to purchase a product after noticing the “Made in the U.S.A” claim.

aftcra.com is currently in beta, and welcoming new sellers daily. Over the coming months, look for increased awareness of the movement, a growing portfolio of quality products, and platform enhancements to further highlight our core products; goods that are “Crafted by American Hands™.” Our launch video can be viewed at <http://aftcra.com/video.php>

About aftcra

aftcra's mission is to offer a focused online marketplace where you can easily buy quality American-made products directly from the hands that make them. aftcra provides buyers and sellers with an avenue to meet, and we will do whatever possible to make it an enjoyable experience. Founded in 2010 and launched in 2012, aftcra is a family-owned business, founded in Milwaukee, WI. www.aftcra.com

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