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## Western Leaf Launches New Web Store for Global Shipments

*Their online e-commerce store will enable a better shopping experience*

Calgary, Alberta - Western Leaf Electronics (<http://wleaf.com>) just announced the launch of their new web store (<http://store.wleaf.com>) that allows for direct-to-customer sales around the world.

As a relatively new consumer electronic company, Western Leaf has been setting a rather high quality standard as part of their overall value to consumers. Not only are their products designed with unique functionality and ergonomics, the company is determined to provide a seamless end-to-end experience with their brand. In order to do that, it is important to capture and take part in the first-touch moment a customer has when they are placing an order.

This new development complements Western Leaf's philosophy of how thoughtfully-designed consumer electronics and technologies can inspire people in their lives and make things easier for them, rather than being a source of friction and detachment. The new site provides a better browsing experience throughout the buying process.

The featured items available with the launch of the store are the **Frenzy 8Z** tablet, one of the lightest and slimmest mini tablets currently available in the market; the **VOMO XL**, a specially designed pair of HiFi Bluetooth headphones; the **VOMO SM**, customizable in-ear Bluetooth headphones super durable for active audiophiles; and the **VOMO ST**, a small Bluetooth adapter that provides traditional wired devices the freedom of being wireless.

Additionally, customers can find a selection of accessories now available for their products; including items like a carrying case for the Frenzy 8Z, mini-HDMI to HDMI cables, an assortment of MicroSD cards, an auxiliary 3.5mm cable for the VOMO XL, and more.

"Offering an incredible experience to our customers is essential to our brand ideals. While we greatly value our retail partners, we want to give customers around the globe the chance to enjoy our products regardless of whether we have a presence in their country or not. Providing this web store enables us to focus more on our customers and share a direct connection to the company," says Mark Ataya, CEO of Western Leaf.

### **About Western Leaf Electronics:**

Western Leaf Electronics, Inc. (<http://wleaf.com>) began with the sole mission of providing user-focused products, instead of blindly following ephemeral technology trends or competitive pricing models. Their vision is to create products that truly enhance our lives and allow us to express our unique individuality and intelligence. Through years of research and consumer feedback, they have launched their initial product-line of tablets, headphones and smartphones. The company was established in 2003 in Toronto, Ontario (Canada) and opened an office in Houston, TX (USA) in 2010, followed by a branch office in Dubai (UAE) in 2013. Additional company updates and new product information can be found on their blog at <http://blog.wleaf.com>