



MASALTOS.COM TEAMS UP WITH AMAZON

As a result, the shoe company expects to be doing five times the amount of business in two years' time

MASALTOS.COM, which specialises in gentlemen's footwear designed to increase the wearer's stature, has joined forces with Amazon, to increase its activity in Europe.

The Spanish company, founded in Seville 15 years ago, hopes to increase its business on the Continent by a factor of five within two years. The agreement is already under way in the UK and Germany, and will be extended to other countries over the next few months.

Masaltos.com is the first Spanish company of its kind to meet all of the requirements set by Amazon, the world's leading e-business site.

These guarantees relate to the viability of the company, as well as the quality, authenticity, uniqueness and variety of its products, and their attractiveness to consumers.

The company chose Amazon as a sales channel because of its leadership and reliability, according to Andrés Ferreras, general manager and founder of masaltos.com. "Amazon gives greater presence to those companies that receive a good rating from customers, who use a meter to score the product's quality and availability, ability to meet expectations, reliable delivery and simple handling of any returns, among

other things. Although it would probably be simpler to sell through other portals, we feel very comfortable with Amazon."

Masaltos.com shoes allow men to "grow" by up to 7cm, thanks to a wedge-shaped insole hidden inside. The shoe has space for the insole while also holding the wearer's foot snugly, facilitating movement and contributing to good circulation. Expert chiropodists and orthopaedic surgeons participate in the shoes' design.

The UK and Germany in particular have a growing demand for this kind of shoe. In fact, masaltos.com already has more than 15,000 customers there. Its incorporation into Amazon will allow it to enlarge its market quickly and at a reasonable cost, as well as offering anonymous purchasing with home delivery, a cornerstone of the Sevillian company's success.

Masaltos.com has carried out the administrative process in record time, and it now offers on Amazon around 100 different models of shoe, starting at €90.

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