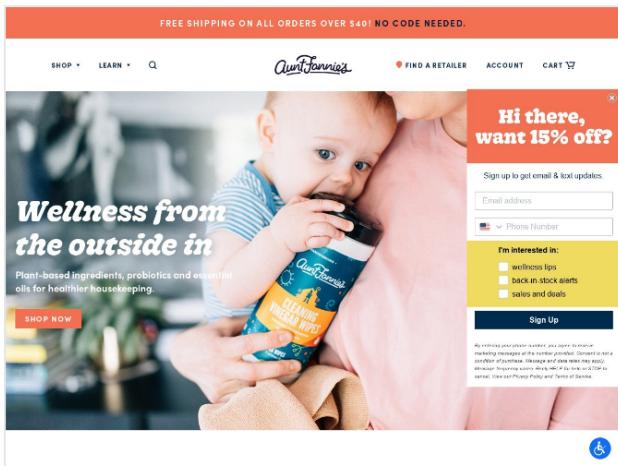




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Aunt Fannie's



Aunt Fannie's is a premier online retailer of high-end, non-toxic cleaning products.

The Portland-based company is rethinking cleaning with **healthier housekeeping products** that rely on plant-based ingredients, probiotics, and essential oil scents. Unlike most other "natural" brands, Aunt Fannie's list every ingredient used on every product label.

"We've been sold the idea that we have to use harsh chemicals to clean," says founder Matt Franken. "Scientists are now finding evidence that it may be messing with our health. Clean is messed up!"

Products such as **probiotic cleaners and soaps** are safe to use around children, pets, and babies. They're free from dyes, sulfates, parabens, and known allergens and are all vetted through third-party standards and testing. "Our products work as well or better than the competition, without extra elbow grease," grins Matt.

Franken never intended to become an entrepreneur or "health crusader". Like many, his unexpected journey began with a health crisis. "One day, my toddler got sick. Then sicker. We traced it to autoimmune problems. I had some of the same issues [too]."

On a mission to understand the things that make us well, Matt's quest led him to create Aunt Fannie's in 2013. Today, his wellness products are **available at more than 4,000 retail stores** including Target, Whole Foods, and Safeway.

"Our WooCommerce site looks great and the back-end is very user-friendly."

Minneapolis' **SG Web Partners** were approached to revamp Aunt Fannie's online store in late 2019. "[They] wanted a polished site that reflected the precision and quality of their products" explains Simon Gondeck, founder and developer at SG Web.

His team was also required to "implement a scalable and flexible eCommerce website [able to] integrate inventory and sales with multiple online and offline sales channels."

"We had a great experience with SG Web Partners. Our **WooCommerce site** looks great and the back-end is very user-friendly," says Chancy Lanier, Senior Marketing Manager at Aunt Fannie's.

EXTENSIONS USED

- URL Coupons by SkyVerge
- FedEx Shipping Method
- Product Bundles
- Shipment Tracking
- Sequential Order Numbers Pro
- WooCommerce Customer / Order / Coupon Export
- Stripe

DEVELOPER

SG Web Partners

CATEGORY

Health

COUNTRY

United States (US)

VISIT WEBSITE

<https://auntfannies.com/>