



PRESS RELEASE

Re-order btt n for the rest of the world*Btt n and Accolade launch re-order solution for Magento platform*

Helsinki, Finland - 25.10.2016 - The Button Corporation, creator of the first physical push button always connected to the internet, btt n, launches a joint effort targeted to online stores with **Accolade Partners**.

The solution, dubbed **Button for Commerce**, runs on the leading commerce platform **Magento**. It brings a convenient re-order functionality that has so far been a privilege only to large brands operating in a major ecommerce store to all online stores.

*"Traditional subscription models in B2C eCommerce have been longing for easy ways to serve on-demand, instead of passive time-based order fulfilment", comments **Joni Kautto**, CEO of Accolade and continues: "On the B2B space where subscription modules are challenging because of varying needs, Button for Commerce offers re-ordering that will deliver consumables needed when they are actually needed, minimising costly returns. Through Button for Commerce, merchants are able to forecast the future demand, based on customer order history, as well as offer cross-selling items that could bring added value to customers' subscriptions."*

*"We're aiming for simplicity and ease of use. When an end-user gets a btt n with built-in mobile data, he just needs to switch it on and everything works out-of-the-box. Equipped with two different actions a press places the order and- when queried by the btt n-long-press confirms it. Plus business functionalities to make things easy, such as being able to remotely monitor and manage btt ns", sums **Juuso Pesola**, CEO of The Button Corporation.*

Button for Commerce solution is available at www.accolade.fi/button-for-commerce

About Accolade

Accolade Partners Inc. is eCommerce Service Design and Solution Partner based in Helsinki, Finland and running eCommerce Incubator in Tenerife, Spain. We help B2C and B2B companies to push the boundaries of global eCommerce. www.accolade.fi

About The Button Corporation

The Button Corporation / Btt n Inc. is the creator of the btt n[®], the Simplest internet user interface in the World. It brings the power of Internet-of-Everything to individuals, families, and businesses with its elegantly designed physical push buttons always connected to the net. The Button Corporation is privately funded and based in Helsinki, Finland and New York, U.S. Read more at www.bt.tn. For further information, please contact:

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