

## COMPANIES IN THE NEWS

### ■ Weaver Leather Announces Shopatron Web Site

Weaver Leather has developed a new web site hosted by Shopatron. Shopatron enables consumer goods manufacturers to capture sales, and to pass those sales on to their trusted retailers.

"Weaver Leather does not sell directly to consumers," said Chris Weaver, president of Weaver Leather. "We have cultivated strong relationships with our trusted, authorized Weaver retailers, many who are already using Shopatron with other industry manufacturers. With Shopatron, we have the opportunity to generate more sales for our retailers and, in turn, for Weaver Leather. Shopatron is known for its eCommerce expertise and we look forward to positive results for our retailer network."

Utilizing Shopatron's Coex Freedom eCommerce solution, Weaver Leather will strengthen its retailer partnerships by assigning online orders for their equine products to local Weaver retailers who are registered with Shopatron. Registered retailers can offer shoppers shipment or in-store pickup for orders made through Weaver's online store. Weaver Leather is committed to its retailers and has developed the web site through Shopatron to help retailers reach new customers and increase sales.

Contact Weaver Leather at (800)932-8371 or visit Shopatron's web site at [www.shopatron.com](http://www.shopatron.com) for additional details.

### ■ American Saddlery Acquires Big Horn Assets

American Saddlery announced that it officially acquired Big Horn Saddlery assets in December 2008. The Chattanooga-based Big Horn had closed its doors for business in November. According to company spokesman Mike Stocker, half of the 80 workers have already been brought back on, and the company is planning to bring another 25 percent back soon. Stocker said that there is a lot of synergy between the two company's product lines, and he believes the sum of the two will be greater than the two companies were separately. The same product lines will be offered, and the company will honor warranties and provide the customer service that retailers and consumers have come to expect from both Big Horn and American Saddlery. The company can be reached at (800)251-6284 or (800)251-7288.

### ■ Strong Leather Moves

The Michael T. Strong Leather Products company has moved to a new location in Reno, Nev. The new address is 2705 Bronze Hill Rd., Reno, NV 89506. Phone (775)970-5426, Fax (775)970-5423.

### ■ Zinpro Corp. Announces Completion of New Plant

Zinpro Corporation announced the completion of its third manufacturing plant located in Garner, Iowa. The new facility

will double the company's overall production capabilities and provide additional warehouse space.

"Expanding our manufacturing capacity allows us to better meet the production demands of our growing business," said Bill Scrimgeour, president and chief operating officer, Zinpro Corporation. "This state-of-the-art facility features improvements in equipment, technology and processes."

The new facility was constructed adjacent to the original Garner manufacturing plant which opened in 1993. Zinpro Performance Minerals are also manufactured at the company's production facility located in North Branch, Minn. All three production facilities feature quality control laboratories on site, helping ensure that every pound or kilogram of Zinpro Performance Minerals exceeds the highest industry standards for quality, safety and efficacy.

Zinpro is committed to delivering the products and educational tools needed to help customers improve the performance and profitability of their operation. For more information, visit [www.zinpro.com](http://www.zinpro.com).

### ■ KPP Becomes ELCR Premier Equestrian Partner

The Equestrian Land Conservation Resource, a national not-for-profit organization assisting in the conservation of land for horses and horse-related activity, announced that Kentucky Performance

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