

## Bean-Bags-R-Us Expands its Market Coverage to Include Both Australia and the U.S.

Written by Australian Business

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[The Coolest Bean Bags n the Planet.](#)

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Bean-Bags-R-Us announced today the launch of its new US division, servicing the United States mainland market with the same flagship free shipping they provide throughout Australia. When asked what prompted this expansion, Geoff Brand, Marketing Manager for Bean-Bags-R-Us, said:

"We've been seeing a steady increase in orders coming out of the US market, so we've been thinking about setting up shop here for some time."

When asked how difficult the addition of such a distant market was, Brand added, "By the time we had finalized the decision to do so, we had already chosen our location and worked out most of the logistics issues, so things moved fairly quickly once we pulled the trigger."

He went on to say "We had also already gone through an extensive website development project and seen the benefits of some impressive new technology, so it was an easy decision to build a new website for our US operation, following similar standards."

Brand added that management had been adamant from the beginning that the US division should offer free shipping, just as in Australia. "Top quality and prompt, free shipping are keystones of our offering at home, so we wanted to ensure that focus was sustained here. The whole idea of Internet shopping is to make the process as simple and efficient as possible."

The company says that bean-bags are still quite popular and that providing durable and attractive products that serve as well outside as inside has given them an edge. Adding a broad spectrum of bean-bag furniture for adults, children and even pets, as well as pool floats, has sharpened that edge, allowing them to service a broader market.

The company's new website offers a secure shopping experience that is well adapted to any mobile device. Brand added that the semantic markup used on the site provides a much richer experience for users, while making products easier to identify.

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The new website features the latest technologies, for ease of use on tablets and smart phones, as well as desktop computers. It also utilizes advanced XHTML+RDFa markup technology to aid both users and search engines in finding product information quickly and easily.

The new design also complies with the highest standards of usability and accessibility, even including its shopping cart. As Brand proudly points out:

"Our site developer couldn't find any other site that even approached the level of technology we're using. We're extremely proud of it." said Brand.

If you'd like more information on Bean-Bags-R-Us or its products, you can visit the company's website at [www.bean-bags-r-us.com](http://www.bean-bags-r-us.com) .

Bean-Bags-R-Us has its home office located in Miami, QLD, Australia and its US location is in Las Vegas, NV. They offer a broad range of bean-bag furniture for adults, children and pets, with most of their products suitable for indoor and outdoor use.