

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### Clever Container Launches Its First Mobile App

**St. Clair Shores, MI—April 25, 2013—** Clever Container, a direct sales company focusing on organizational products, has launched Leapfactor’s Salesfactor iPad App. The app is now available for their 1,500 consultants to boost their productivity and enrich the sales experience while on the go.

The Salesfactor iPad app combines the cool and easy-to-use experience of consumer apps with a wide-range set of features that will help Clever Container consultants to tell the story, present the opportunity, showcase products, take orders, and get training directly from an iPad.

Features such as interactive catalogs, multiple shopping lists and orders management enable Clever Container consultants to take orders wherever they are – even while they are offline. The app also allows easy access to the most recent brochures, collaterals, videos and multimedia content.

“It’s important for us to be accessible to our consultants wherever they may be. We understand that they may not always be near a computer or have access to the internet, but with this app they can access everything they need to continue to build their business on-the-go.” said Karen Eschebach, Co-Founder of Clever Container.

Other key features of the app include: secure log in, real-time announcements and detailed usage analytics.

“At Clever Container, we are committed to investing and advancing in the latest technology. The mobile app is part of our strategic roadmap in evolving and enhancing our business to meet the changing demands of our customers.” said Jennifer Weaver, Co-Founder of Clever Container.

The iPad app for Clever Container is one example of how companies can rely on Leapfactor’s solutions to distribute content, process transactions and trigger real-time events in an enterprise fashion. Leapfactor’s approach is to enable businesses to provide fast and secure information without investing in infrastructure or long development cycles.

“It’s time to move beyond the traditional pencil-and-paper methods of selling and taking orders in the direct selling industry. Consumers are used to having the latest and greatest technology at their fingertips, and they expect the same experience while working. We are confident that the Clever Container consultants will love to have ways to make their selling efforts more effective, cool and convenient.” said Lionel Carrasco, CEO of Leapfactor.

### **About Leapfactor**

Leapfactor provides business mobile apps to help sales teams enrich the way they conduct business while on the go.

Leapfactor’s flagship product, Salesfactor, combines high-end user experience design, prebuilt baseline modules and cloud-based technology that quickly integrates with existing processes and backend systems to provide an engaging sales experience. This award-winning mobile solution has already enabled multiple direct selling companies and their consultants to present the opportunity, get training, showcase products, take orders and monitor their business activity, even while offline.

For additional information about Leapfactor and its game-changing apps, please visit [www.leapfactor.com](http://www.leapfactor.com).

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### **About Clever Container**

Clever Container is a direct sales company focusing entirely on organizational products. During July of 2006, friends Karen Eschebach, a professional organizer, and Jennifer Weaver, a stay-at-home mom, had a light bulb moment! Why not bring organizing tools and techniques to those that can benefit most from it; EVERYONE! Launched in January 2007, Clever Container continues to grow as more and more Consultants join this unique business opportunity. For more information on Clever Container, please visit [www.clevercontainer.com](http://www.clevercontainer.com).