



Andable Offers Craft & Stationery Lovers Shopping With a Conscience

~ globally unique new online marketplace combines everyday & eclectic products with micro lending[1] to support small businesses at home and abroad ~

MEDIA RELEASE

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Sydney, August 16, 2012 – Crafty creatives, writers and stationery lovers can now buy and sell beautiful craftware & stationery with every sale supporting a micro loan to a person in need at no cost to buyer or seller, thanks to the launch of www.andable.com, a new site launched from Australia.

Featuring everyday items through to the eclectic, from 190+ independent retailers and designers across 80+ categories, Andable is an easy-to-use and secure online marketplace that connects buyers and sellers, all while supporting a social mission at no cost, via internationally renowned not-for-profit, Kiva.

Currently, Andable offers everyday and unique items including accessories, health & beauty, home & garden, men's & women's wear, stationery, art, and kids' via sellers' shops, from locally designed clothes, vintage collectibles & artwork, to retro lampshades and pet accessories, through to organic beauty care, and kids toys. Andable has something for everyone, and anyone can set up a shop for free or buy with all transactions facilitated via credit card or Paypal. The marketplace is growing all the time as new shops and products are added every day.

Products on Andable must be a little bit FRESH. FRESH stands for:

- Fair Trade or better business practices
- Reborn – vintage, antique, recycled, upcycled
- Eco-friendly
- Support local business
- Handmade

How the marketplace works:

1. Sellers create a shop and list items, all for free.
2. Buyer browses Andable.com and purchases directly from seller via credit card or Paypal.
3. At point of sale, Seller receives 85% of the sales price.
4. Andable receives 5% as commission.
5. Micro loan fund gets 10% of every sales purchase, facilitated by Kiva.org.
6. The micro loan gets repaid, and Andable pays sellers the 10% after three months, guaranteed. The seller is left with 95% of the sales price.

"Andable is quite simply shopping with a conscience and is a win-win for everybody: buyers, sellers and borrowers around the world. It's craft meets rock & roll, and we're connecting people with beautiful and unique products while helping people in need. The more we grow, the more lives we change," said Melissa Dean, Co-Founder of Andable.

Andable has been co-founded by Rupal Ismin, Melissa Dean. The 10% mission was inspired by Rupal's grandfather, who, despite growing up as an impoverished boy in India, always donated 10% of his income to charity.

For more information, or browse or sell, please visit www.andable.com.

About Andable

Launched in Sydney, Australia in 2012, Andable is a global online marketplace with thousands of products for every taste and price range, from everyday items through to eclectic and hard-to-find products. We have more than 80 categories including accessories, health & beauty, home & garden, men's & women's wear, food, art, kids and more.

Andable is the most cost-effective and transparent marketplace for designers, creatives, declutterers, and independent retailers each with a unique story. Products on Andable adhere to one or more FRESH principles: Fair Trade, Reborn, Eco-friendly, Supports local business and Handmade.

Andable is a social enterprise which means every sale helps fund a micro loan to a person in need, all at no cost to you via our globally trusted partner, Kiva. Andable's mission is to support small business, both here and abroad.

When you buy, we share.

Browse to your heart's content at www.andable.com

www.facebook.com/andable

www.twitter.com/andable

[Hello@andable.com](mailto>Hello@andable.com)

[Pinterest/Introducingandable](#)

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[1] Micro loans are the provisions of small lines of credit to those who do not have access to typical banking services. These loans provide individuals in need with capital to help start or improve their business, with the vision that low-income individuals are capable of lifting themselves out of poverty if given access to financial services.

(www.Kiva.org, June 2012)