



Natrol® LLC Will Improve E-commerce Online Experience and Efficient Ordering across Its Organization

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Los Angeles, Ca. (NEWSWIRE) – Virto Commerce, a leading provider of digital commerce software, today announced that Natrol® LLC selected the Virto Commerce digital platform to enable direct-to-consumer transactions.

Natrol is a leading U.S. manufacturer of Vitamins, Minerals and Supplements who also distributes their brands around the world. Natrol chose Virto Commerce primarily because it aligns with Natrol core values and principles of quality, efficiency, innovation and agility. Virto Commerce is a proven, quality ecommerce solution that allows the brands who have implemented it to integrate seamlessly with their customer service operations and inventory management, scale with their businesses, be highly flexible and adapt to changing market and business needs, and, as a result, drive bottom-line results.

"We are excited to be working with Natrol and their ecommerce Agency of Record, No Limits Interactive, to improve not only consumers' online shopping experience but also Natrol's enterprise-wide ecommerce capability," said Alexander Siniouguine, CEO and Founder of Virto Commerce. "Digital transformation is critical for companies like Natrol; they are making a strategic shift to build the ecommerce platform to serve consumers better, own the distributor relationship, and mine the insights from the usage patterns."

In return for Virto Commerce's implementation, Natrol expects higher consumer satisfaction. "We will be giving our consumers direct access to our extensive line of Natrol products. They'll be able to participate in helping shape higher quality products for better consumer outcomes. And we'll be giving back to them through generous loyalty purchase programs as well," stated Andrew Houlberg, President of Natrol.

"In order to start selling directly to our consumers online, we needed to carefully partner with a strategic software company with a proven track record who will help us embrace a direct-to-consumer transactional capability," said Andrew. "We are pleased to be working with Virto Commerce and No Limits Interactive for our solution."

"Our team selected Virto Commerce as the best choice for Natrol's ecommerce solution because of its modularity, scalability, flexibility and lengthy track record," noted Nancy Johnston, CEO of No Limits Interactive. "We look forward to the successful implementation and creating a digital e-commerce presence that delights consumers with a premium user experience."

About Natrol LLC

Natrol LLC is one of the nation's leading manufacturers of vitamins and supplements. Established in 1980, Natrol produces the highest quality vitamins and supplements including herbs and botanicals, multivitamins, specialty and sports nutrition to proactively manage and maintain good health to meet modern lifestyles. All products are NSF certified and made in the USA with a guaranteed efficacy through the expiration date on every product. Products are available in health food retailers and other online retailers. Natrol distributes products nationally as well as internationally in over 60 countries. [Visit our Corporate website](#) for more information.

About No Limits Interactive

For nearly two decades, No Limits Interactive, Inc., has been helping companies build their business by optimizing how they use the internet to improve productivity, reduce costs and drive bottom-line revenue. Our clients range from Fortune 500 companies to start-ups, across all lines of industry. For more information, [contact Nancy Johnston](#).

About Virto Commerce

Virto Commerce is a worldwide leader in digital commerce software and was founded in 2011 by industry experts with decades of ecommerce experience. Virto Commerce provides our robust ecommerce technology, services, and expertise to over 100 companies worldwide. Leveraging our open source ecommerce platform and hosted solution, our clients strategically use Virto Commerce to build stronger customer relationships and rapidly increase global online sales. For a demo, [visit Virto Commerce](#).