



FOR IMMEDIATE RELEASE

## Schutt Sports and LiquidPixels Bring Product Configuration to Schuttstore.com for a Powerful Shopping Experience

ROCHESTER, NY – May 23, 2017 – LiquidPixels is proud to announce that Schutt Sports, one of the world's leading manufacturers of protective sports equipment, has launched their new website [www.schuttstore.com](http://www.schuttstore.com) with dynamic imaging features powered by LiquidPixels LiquiFire Operating System (OS).

Schutt Sports recognized customers' demand for real-time product customization. That's why Schutt Sports now offers personalized products on their new website thanks to LiquidPixels custom product configurator. Through the magic of dynamic imaging, LiquidPixels LiquiFire OS delivers a wide range of "product configurators." These configurators enable shoppers to quickly design a nearly unlimited range of product concepts and preview them instantly online.

At [schuttstore.com](http://schuttstore.com), shoppers can mix, match, add, and delete personalized touches to their selected products, interactively visualizing the customization process. Beginning with football and batter helmets, LiquidPixels Dynamic Imaging Solutions give Schutt Sports customers the personal touch they demand. Retailers, interior designers, manufacturers, marketers, or any online business that relies heavily on images can benefit from these solutions.

"Kids, parents, and coaches will greatly benefit from being able to visualize their gear exactly as they designed it," said LiquidPixels CEO, Steve Kristy. "We're excited to be breaking new ground with Schutt Sports by providing interactive design for their customers."

The new website, [schuttstore.com](http://schuttstore.com) went live in March and according to Glenn Beckmann, Schutt Sports Director of Marketing Communications, is already showing exciting upticks in website traffic and sales.

"Custom sports gear is what we do better than anyone else," said Beckmann. "It only made sense to allow our customers to customize their own gear and see on our new website exactly what they are purchasing."

### **About Schutt Sports**

Schutt Sports builds gear for players. For nearly a century, they've committed themselves to developing the most innovative and technically advanced gear in sports. All with the sole purpose of empowering players to focus and perform at the top of their game. Find out more at [www.schuttstore.com](http://www.schuttstore.com).



## About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its **LiquiFire Dynamic Imaging Solutions** integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at [LiquidPixels.com](http://LiquidPixels.com).

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For more information, contact:

Bruce G. Owens, Jr.  
LiquidPixels, Inc.  
866-808-4937 x 301  
[sales@liquidpixels.com](mailto:sales@liquidpixels.com)

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