



## Press Release

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# Iconic Australian Brand Driza-Bone Launches on Magento 2 Melbourne, Australia

On Tuesday 20th November, Australian outerwear and apparel icon Driza-Bone launched a new website on the Magento Commerce Cloud platform with eCommerce agency Balance Internet.

Whether it's wearing one to drive a mob of sheep across the central plains or throwing one on to keep dry at the footy, there's nothing more quintessentially Australian than wearing a Driza-Bone.

Since the brand was founded in 1898, it's become an Australian Icon. In the 120 years since Driza-Bone was created a lot has changed, including the invention of the internet. To keep current and evolve with the times Australian owned parent company of Driza-Bone, the Propel Group, have chosen a forward-thinking, innovative platform for their eCommerce solution by launching a Magento Commerce Cloud website.

James Horne, Managing Director of Balance Internet, said, "I remember wearing Driza-Bone as a teenager, having family from the country. The Balance Internet team and I are very proud to be working with such an iconic and well respected Australian Brand."

Horne also said, "As a big INXS fan, I clearly remember Aussie Rockstar Michael Hutchinson wearing a Driza-Bone on stage in their hey day. Driza-Bone's 120-year journey is an incredible story, their latest digital transformation by moving onto the Magento Commerce Cloud platform is just another step in that journey."

Balance Internet are looking forward to seeing Driza-Bone maximise their sales and conversion onsite throughout the festive season and into the new year.

Driza-Bone is one of 15+ Magento Commerce Cloud websites Balance Internet are proud to have launched this year. Visit [www.drizabone.com.au](http://www.drizabone.com.au) to view the site.

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## Media Enquiries

For further information, high res images, interview opportunities and all media enquiries, please contact: James Horne, Director of Strategy [james@balanceinternet.com.au](mailto:james@balanceinternet.com.au) phone: +(61) 9415 1463

## About Balance Internet

Balance Internet trusted digital business partner for many of Australia's leading brands and merchants and are the most experienced Magento eCommerce solutions provider or Systems Integrator in the Asia-Pacific region. We have put together award-winning online networks, weathered countless digital storms, seen mobile phones shrink to nothing and then balloon again, and throughout it all we have worked with some of the country's finest retailers/merchants/institutions, turning their eCommerce ambitions into omnichannel success stories. We have partner merchants and clients in Sydney, Melbourne, Brisbane, Adelaide, Canberra, Perth, and Auckland (with a head office in Melbourne). We have been at the forefront of open source led digital transformation strategy and development for more than 20 years and are backed by an 100-strong team of certified Magento developers, designers and eCommerce specialists. For more information visit [www.balanceinternet.com.au](http://www.balanceinternet.com.au)

## About Magento Commerce

Magento Commerce is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to integrate digital and physical shopping experiences successfully. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at [www.magento.com](http://www.magento.com)