

Contact:

Steve Rutberg, Sales and Marketing Director
Firebrand Technologies
steve.rutberg@firebrandtech.com

Firebrand takes on new markets, clients, services in first half of 2014

FOR IMMEDIATE RELEASE

July 10, 2014, Newburyport, MA – Firebrand Technologies, a leader in technology services for the publishing industry, announced today that in addition to bringing on several new clients, they have continued to expand services for existing customers both in the US and overseas. Twenty-four new clients and/or enhancements were brought on during the first half of the year, for services such as Title Management, eBook and metadata distribution services, eBook wholesale services, and consumer-facing direct sales efforts.

“Our clients rely on us to represent them in the marketplace through networks that bring title information, content, and consumer purchases to the right place at the right time,” said Firebrand President, Doug Lessing. “Firebrand continues to represent a diverse array of eBook, print, and audio book clients. We help our customers get content and metadata to market quickly and accurately, enable direct-to-consumer sales, and of course help them to implement and use the industry’s leading title management system across their organization.”

Lessing adds, “What’s really noteworthy is the expansion of our Digital Wholesale Service, which offers eBook wholesaling services to retailers and aggregators on the publisher’s behalf.” Firebrand handles business relationships, distributes content, provides a consolidated sales dashboard, collects revenues, and distributes funds to publishers, which allows publishers to spend more time acquiring, editing, and producing new content.

Firebrand currently distributes to, or has wholesale eBook agreements with, more than 350 retail, education, and library outlets. Twenty new partners have been added in the last few months, including EBL, Flipkart (India), Follett, Gardners (UK), Scribd, and Wheelers (Australia/New Zealand), enabling publishers to effortlessly expand their reach in both domestic and international markets. More global outlets are on the horizon for the second half of 2014, as demand for English-language eBooks continues to rise.

New clients or service representations include:

Content Services

Free Spirit Publishing
Concordia Publishing House
Andrews McMeel Universal
Hackett Publishing

Digital Wholesale

Loyola Press
Red Wheel
Open Road Media
Barbour Publishing
Brookes Publishing
Diversion Books

Direct2Reader

Dover Publications
TriLiteral Distribution
The MIT Press
New Harbinger Publications
Harvard University Press
TWK Strategies
Yale University Press

Eloquence Metadata

Hackett Publishing
HardieGrant Publishing (Australia and UK)
HCPro
OEM Press

The General Council of the
Assemblies of God / Influence Music
Workman Publishing

Title Management Enterprise

Warner Bros/Alloy Entertainment
The General Council of the
Assemblies of God / Influence Music
HardieGrant Publishing (Australia and UK)
B&H Publishing Group
Workman Publishing

To learn more about Firebrand Technologies, please visit: www.firebrandtech.com, or email info@firebrandtech.com.

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About Firebrand Technologies – Firebrand Technologies (www.firebrandtech.com) is dedicated to providing leading software and services to help publishers achieve success. Firebrand provides steadfast leadership and seamless information flow throughout the publishing process. [Title Management Enterprise Software](#) tracks titles from pre-acquisition through post-production, marketing, and sales; our [Eloquence Metadata Services](#) are the fastest, most accurate, and cost-effective way to implement ONIX. With [Content Services](#), publishers manage, store, convert, and distribute final eBook content for discovery and sales. Firebrand eBook design and conversion services leverage the talents of industry leader, eBook Architects, now a Firebrand company. The [Direct2Reader](#) platform provides a suite of cutting edge industry applications to help publishers reach directly to readers, through enhanced website development, a Mobile First user interface, and a branded reader app for a platform-neutral, integrated reading experience. [NetGalley](#) delivers digital galleys to professional readers.