

## PRESS RELEASE

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### **iVote Launches New E-commerce Website for Children Toys**

iVote, the leading provider of election management, e-commerce and e-learning systems in partnership with Deksiko, the main importer and distributor of children toys in Macedonia, announced that it have officially launched a new e-commerce site - [kupiigracka.mk](http://kupiigracka.mk). The kupiigracka.mk web site offers wide variety and range of children's toys and products. Divided into separate categories, customers can browse the products in accordance with the child's age, gender and price range, enabling faster and expeditious purchasing.

“The idea to reveal e-commerce site for children toys was inspired by the today's dynamic pace of life. This is the site for busy parents, grandparents and relatives who want to bring joy and happiness to their children. All they need to do is to make order whenever they want 24/7, from any place they want and the products will be delivered on hand. Now, they can spend more valuable time with their children and the desired toys will be brought to their homes.”-said Petar Bakovski, Manager Products and Services at iVote.

User-friendly design of the site includes easy-to-use navigation, so shoppers can peruse the whole assortment of available toys and children products thus selecting the right gifts for their loved ones. Features like wish list, shopping cart, newsletter subscription, and social media interaction are also obtained and incorporated. Each product page has detailed information about product's dimensions, weight, brand and used materials. Short description and images of the products are available too. Visitors can rate each product and write comments and reviews about its characteristics and usage. These reviews and rating will facilitate shopper's choice and purchase decision.

[Kupiigracka.mk](http://Kupiigracka.mk) website provides social media integration to kupiigracka's official [facebook page](#), where fans can follow all the upcoming updates. In addition, a newsletter highlighting the latest and the top-selling items will be sent to the registered members to keep abreast of forthcoming trends.

“Our vision to carry on the brand "kupi" (En.buy) and to bring it to every home around the world is a step closer.”-Petar Bakovski.

#### **About iVote**

iVote is a company specialized in election modernization technologies, e-commerce and e-learning systems. iVote's Demokra is an end-to-end state of the art election management platform, providing high security and transparency. iVote Demokra technology has been trusted by more than 107 million voters processed around the world. It has contributed to the most timely, transparent and credible election results in the history as democracies in many countries worldwide.

## **About Deksiko**

Deksiko is a leading importer and distributor of toys in Macedonia, which is a regular supplier of a broad retail network across the country. Their retail range includes toys imported from EU, U.S., China, Turkey and many other countries worldwide including items produced by Macedonian manufacturers. From over 700 registered business partners, Deksiko currently serve regularly around 250 locations, and this number is growing daily.

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