

# Social commerce growth: Merchandise platform Fanfiber enlarges footprint



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Amsterdam, February 1, 2020. FANFIBER. Dutch-based Fanfiber, a subsidiary of Fiber Media Holding, announced that it has acquired US-based on-demand merchandise company Vardise Inc.

Fanfiber is one of the leading global merchandise providers for (social) influencers.

“With the acquisition of Vardise, we increase our installed base of global webshops in the popular medium-sized pet influencer segment. The total number of influencer shops we manage now reaches the 250, with 150 million+ fans related to these channels. This enables Fanfiber to create even better economies of scale for POD (print-on-demand) merchandise products and services, and will benefit all our clients and their fans”, says Albert van den Broek, CEO and Founder of Fanfiber.

“After an intensive process, we selected Fanfiber to continue what we built and carry forward the business. We believe that Fanfiber has the capacity and professional team to manage multiple influencers as they are already in this business for years. They also have impressive experience in managing some of the biggest YouTubers in the world. There couldn't be a better business to acquire Vardise Inc. We believe Vardise will also bring value and scale their business further to the next level”, says Sartika Hasirman, Founder & CEO of Vardise.

Fanfiber started in 2015 in The Netherlands, offers full-service custom branded and licensed merchandise webshops and sales campaigns to global influencers and their fans. Clients they have managed range from local European influencers, all the way up to global influencers like PewDiePie and

Jacksepticeye with substantial follower bases. Most of the merchandise production of Fanfiber is being done through a network of on-demand print partners as well as a network of partners that produce and distribute licensed plushies & figurines.

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