



FOR IMMEDIATE RELEASE

Toys"R"Us Canada inaugurates new era in e-commerce and technology

Toronto, November 13, 2019 – Toys"R"Us Canada announced yesterday the completion of a major tech project that propels the Canadian company significantly forward in the areas of digital marketing, e-commerce and in store clientelling. Just past its first-year anniversary as a Canadian company, owned by Fairfax Financial Holdings Limited, the toy and baby retailer has launched a new website, e-commerce platform and in-store technology, as well as piloted successful innovations including leading-edge digital flyers, multi-platform toy books and more.

“We’ve been working around the clock with our partners to make sure we’re introducing platforms that are leading edge and well suited for the future,” says Frank Juhasz, vice president of marketing and omni channel innovation at Toys"R"Us Canada. “We’re confident that these solutions will respond to the expectations of all of our customers and that we’ve kindled partnerships with industry leaders that will propel us toward leadership in omni channel retailing and customer engagement.”

The innovations were led by members of the Toys"R"Us Canada executive team, Frank Juhasz and John Damianakis, chief technology officer. A group of expert partners were retained to bring forward the latest technology and expertise. Partners include Astound Commerce, Flipp, Snapchat, Salesforce, KeyTree, enVista, Riversand, Signifyd, TEKsystems and Global Payments.

“Our e-commerce renewal project with Toys"R"Us is the first in Canada with complex integration of Salesforce Service Cloud platforms,” says Corey Messom, managing director for Canada for Astound Commerce. “The project is a huge achievement and was made possible thanks to the dedicated work of an incredible team. We all rallied behind the Toys"R"Us Canada’s customer-first vision, which acted as the glue that kept us together through the grueling workflow.”

The new website features a mobile-first design, enhanced product management and in store clientelling. And in their partnerships with Snapchat and Google, Toys R Us has ventured into Augmented Reality and Voice.

Toys"R"Us Canada also recently launched a [Snapchat Portal Lens](#) – a unique lens that transports Snapchatters into a rich augmented reality (AR) experience that allows for interaction with some of the hottest toys for the 2019 holiday season. As well, the company launched a series of successful pilot projects with Flipp, a company known for transforming the traditional flyer space around the world. Toys"R"Us Canada became, in March 2019, the first Canadian retailer to integrate Storefront Lite, a dynamic digital solution that transforms traditional flyers into rich experiences connecting websites, product details and editorial content directly onto the Flipp digital publication.

“We have modernized our platforms to keep up with both our customer and employee expectations,” says Damianakis. “This will allow us to innovate and get to market faster than ever before.” To see the new site, visit toysrus.ca.



An e-commerce and digital retailing 'dream team' gathers in Toronto, November 12, 2019, to celebrate a series of technological projects that elevates Toys "R" Us Canada to a new era of sales and customer experience, including a new website, toysrus.ca. The project saw an international group of leading companies work around the clock including Astound Commerce, Flipp, Snapchat, Salesforce, KeyTree, enVista, Riversand, Signifyd, TEKsystems and Global Payments.





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About Toys"R"Us (Canada) Ltd. ("Toys "R" Us Canada")

Since 1984, Toys"R"Us Canada has been Canada's dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 83 stores across Canada and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families – whether enhancing resources and services, helping development through play or offering encouragement to seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited.

Additional information:

[ToysRUs Newsroom](#)

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