**Swiss Navy Launches B2B Resource Website**

Press Release

POMPANO BEACH, Florida – January 14, 2022—M.D. Science Lab, makers of the iconic Swiss Navy brand, has launched a Business-to-Business (B2B) website specifically to support their customers.

“Our customers are part of our family, and we know their success is our success,” said Briana Watkins, M.D. Science Lab’s Vice President of Sales and Marketing. “Being able to have an online resource center to assist their sales, marketing, and training needs 24/7 is important to us. The past couple of years have taught us that we all need to band together to support each other—that’s the only way we all will be able to continue to grow and thrive.”

Located at B2BSwissNavy.com, the new website has several valuable tools for retailers and distributors.

This portal includes downloadable catalogs, logos, videos, sell sheets, and high-quality content. Retailers can meet the sales team via their bios and connect with Rocky Bowell, Swiss Navy’s Brand Ambassador, to schedule a training or learn from his merchandising tips. Plus, there are downloadable ads and posters that retailers can use and share. The platform is mobile-friendly, and no password is needed so that all retailers can easily take advantage of the information and training for their staff members.

“In this fast-paced era we know our customers need an effective knowledge management (KM) system to control information and education on brands,” said Watkins. “Our B2B site will allow them direct access to training, marketing materials, and information in a centralized location. We know there is a lot to learn in our industry and we want to support our customers one hundred percent!”

To visit Swiss Navy’s Business-to-Business (B2B) website, please visit [B2BSwissNavy.com](https://b2bswissnavy.com/home).

To view the latest Swiss Navy product range, please visit [swissnavy.com](about:blank).

**About M.D. Science Lab**

Since 1998, M.D. Science Lab has continually created award-winning products dedicated to helping consumers live healthier lives. With a focus on intimate wellness and nutritional good health, M.D. Science Lab continues to create products at the forefront of the wellness market that are offered worldwide. For more information, please contact [Briana@Swissnavy.com](mailto:Briana@Swissnavy.com) or visit [www.swissnavy.com](http://www.swissnavy.com).