

BigCommerce Customers Wovenbyrd™ and Joval Wines Win B2B Ecommerce Industry Awards

BigCommerce customers AS Colour, Inhaven and TradeTools were also recognized as finalists in their categories

AUSTIN, Texas – September 5, 2024 – [BigCommerce](#) (Nasdaq: BIGC), an open SaaS, composable ecommerce platform for fast-growing and established B2C and B2B brand and retailers, today announced that its customers Joval Wines and Wovenbyrd™ won global B2B Ecommerce Industry Awards from the [B2B Ecommerce Association](#) and [Digital Commerce 360](#).

“B2B ecommerce is growing incredibly fast, and the competition for these awards was very fierce,” said Brett Sinclair, founder of the B2B Ecommerce Association. “All of the entrants in this year’s awards are helping push B2B commerce forward, and being named a winner shows that these companies truly exemplify innovation and excellence in our industry.”

The association’s [Global Excellence in B2B Ecommerce Awards Program](#) is a prestigious and industry-leading initiative that recognizes outstanding achievements in the realm of B2B ecommerce. The program is designed to celebrate innovation, creativity and success within the B2B ecommerce sector while also fostering networking and knowledge-sharing among industry professionals.

Wovenbyrd, a US-based furniture company that designs and sells home furnishings including sofas, beds, chairs, ottomans and related products, won in the B2B Retailer of the Year category. The judges recognized Wovenbyrd for effectively managing its omnichannel operations: “Through real-time inventory updates and streamlined operations, Wovenbyrd provided consistent and reliable service. The company’s focus on advanced customer engagement tools, such as personalized product recommendations and automated order management, led to significant improvements in conversion rates and customer retention.”

Australia-based fine wine distributor **Joval Wines** was honored in the Mid-Market B2B Ecommerce Distributor of the Year category. Built on the BigCommerce platform by elite BigCommerce agency partner [Aligent](#), the judges recognized Joval’s site for integrating sophisticated capabilities such as real-time customer-specific pricing (managing over 400,000 price lines), multi-location inventory management, customer-specific reservations and omnichannel order history, all supported by seamless enterprise resource planning (ERP) integration.

“Our collaboration with Joval and BigCommerce’s B2B Edition has helped the client overcome significant complexities at scale and deliver a beautifully designed user experience,” said Jonathan Day, Aligent founder and managing director. “It’s extremely fulfilling to see that hard

work and Joval's incredible results recognized as world-leading by an independent organization."

"On behalf of BigCommerce, we are proud to see Wovenbyrd and Joval Wines receive such esteemed recognition for their forward-thinking and innovative B2B projects," said Lance Owide, general manager of B2B at BigCommerce. "As B2B brands look for new ways to connect with their buyers and improve the customer experience, BigCommerce will continue to invest in platform innovation and a developer ecosystem that makes ecommerce even more accessible and impactful."

A full list of the winners is available in Digital Commerce 360's article [here](#).

Read Aligent's [case study](#) to learn more about how the agency partnered with BigCommerce to deliver results for Joval Wine Group.

Check out BigCommerce's [case study](#) with Wovenbyrd to find out more about the company's improvements since launching on BigCommerce.

To learn more about BigCommerce B2B Edition, click [here](#).

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Francesca's, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on [X](#) and [LinkedIn](#).

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Media Contact:

Brad Hem
pr@bigcommerce.com