

# sizeTracker<sup>SM</sup> Media Kit

## For More Information

Stormy Sweitzer  
Co-founder, SizeTracker  
media@sizetracker.com  
801-671-8785

## About SizeTracker

SizeTracker provides parents and gift-givers with the tools they need to find clothing that fits a child now or for some future date. With a suite of brand-specific size calculation and child growth tracking tools, SizeTracker makes online shopping easier than ever before.

Each SizeTracker tool was designed to help find the right fit, save time and the frustration of trying things on a child at the store, reduce the need for returns and monitor a child's growth over time.

## The Making of SizeTracker

The idea that inspired SizeTracker came about in 2006, when Stormy Sweitzer decided to start a subscription baby gift service as part of her company Maoomba.com. The subscription service never came to be. But, what remained was a way to find the best size of clothing for a child, to predict when the size will be outgrown, and to determine the best size to buy now so that clothing will fit well for a future holiday, special event, or even the start of the next summer season. Co-founder William Swanepoel developed these ideas into easy-to-use tools that can be used for shopping online.

## SizeTracker Audience

SizeTracker was designed for parents of children aged 0-12 years, as well as the friends and family members that buy gifts for these children. Our primary audience is comfortable being online, and has an interest in monitoring their children's growth, finding the best way to save on kid's clothes, and making sure that the clothes they buy fit the way that they should.

## SizeTracker Tools and Services

SizeTracker has a patent-pending formula for helping shoppers find brand-specific clothing and shoe sizes for kids. The following are some of the services and tools available at SizeTracker.com:

**Size Calculator** - Enter a child's measurements and a favorite - or new - brand to find the correct clothing or shoe size for them.

**Crystal Ball** - Calculate a size for a future date...a birthday, a holiday, next season, or a special event...so that perfect finds and sale purchases will fit a child when they need to.

**Grow-Into-Date Finder** - Sort too-large clothing gifts and hand-me-downs by fit date – rather than the size on the label – to know when a child will be able to wear each item.

**SizeTracker<sup>SM</sup>** - Create an account to track a child's growth, brand-specific clothing sizes (current and soon-to-grow-into) and shopping preferences over time.

**Shop** - Use size information to shop favorite brands, find new ones, and get clothes and shoes that fit a child when and how they should.

## Top 5 Reasons Why SizeTracker Matters

### 1. Age-based sizing doesn't work when kids are smaller or larger than average.

SizeTracker bypasses the number on the label and recommends the size that is appropriate to the child's measurements.

### 2. Size and fit vary by brand, even when the labels show the same size.

SizeTracker finds brand-specific sizes for a child that are based on the manufacturers' design and recommended size guidelines, not what's on the label.

### 3. Retailers often use generic size charts that do not reflect brand differences.

SizeTracker enables parents to find clothing sizes for each of their favorite brands and then shop at the stores they love with greater confidence that an item will fit.

### 4. Ordering clothing online can be challenge, particularly when items that don't fit properly and need to be returned.

Fear that an item won't fit is one of the biggest hurdles to shopping online, particularly when children grow quickly and items are needed "now". SizeTracker helps you find the correct size on the first try.

### 5. When you find that perfect item for your child to wear to a special event next spring, or there's a terrific summer-end clearance sale, guessing what size to buy doesn't always work.

SizeTracker enables parents to determine a child's future size with greater accuracy, making it easier to buy clothing in advance of when it's needed, or even to find the date that a child will grow into currently too-large gift or hand-me-down items.

## SizeTracker Leadership

### **Stormy Sweitzer, MPH, MBA**

President and Co-founder

Stormy has worked in the fields of health care, information technology, and organizational development for 15 years. This experience has been interlaced with personal and professional interests in children's health and development, safety, and all things fun...from stories to toys to clothes.

Her familiarity with children's growth, 25 years of sewing and clothing construction experience, and a desire to help her customers find a better clothing fit for their growing children culminated in the methodology behind the SizeTracker tools.

Before co-founding SizeTracker, Stormy worked as a consultant, project manager and trainer in the areas of quality improvement, patient safety, human factors, and decision support technology in the health care and retail sectors. As well, she was owner of Maoomba.com, an ecommerce company that sold sustainably-produced and environmentally-friendly baby clothing and toys.

### **William Swanepoel, MBA**

Co-founder and Technical Guru

William is an I.T. architect, analyst and software developer with fifteen years of business experience ranging from managing small entrepreneurial ventures to IT consulting for a Fortune 100 company. Diversity and adaptation have been cornerstones to a career spent in the financial, healthcare, warehousing, real estate and retail service industries.

His interest in, and ability to learn, new technologies and software languages have enabled William to transform the ideas, theories and design of SizeTracker into a reality.

## SizeTracker Online Resources:



**Media Room**

<http://sizetracker.com/about/media-room.aspx>



**SizeTracker Blog**

<http://www.sizetrackerblog.com/>



**Blog RSS**

<http://feeds2.feedburner.com/SizeTrackerBlog>



**Facebook**

<http://www.facebook.com/pages/SizeTracker/115275100879>



**Twitter**

<http://twitter.com/SizeTracker>