Trestle Releases New Feature to Buy From Small Local Businesses while Shopping Online During COVID-19

New feature allows online shoppers to immediately see similar products from their local small businesses with the convenience of searching on large marketplaces like Amazon.

PORTLAND, Ore. - April 14, 2020 - PRLog -- Trestle, Inc. (https://www.mytrestle.com) a Portland-based start-up specializing in creating transparency between consumers and companies, announced the release of a new feature in their browser extension for online shoppers looking to support small and local businesses. The myTrestle Button is a browser plug-in available on Chrome and Firefox that displays the transparent operational practices of companies when visiting a brand's websites or products on major online marketplaces.

Since its launch in 2019, the myTrestle Button shows data on how companies operate in their environmental, labor, and animal practices among other values. In December, the company added a new feature allowing its users to see similar products at similar prices from companies who better matched their personalized values through a Discovery Panel.

With the disruption of COVID-19 and the resulting slow down of the US economy, Trestle added a new value - allowing its users to override their original values and choose to prioritize small and local companies when shopping online.

"Amazon is hiring like crazy right now. They're going to be fine through Coronavirus, but not all businesses will be. The way we see it is if we can reroute even a small percentage of sales currently going to large marketplaces to our local small businesses, we might be able to significantly help our favorite small businesses survive this incredibly rough time," states Trestle Cofounder and CEO, Jennifer Johnson. "We've already had an outpouring of interest from people who want easy ways to support small businesses in their communities. This is one of the simplest ways that we as people can all help our local economies without leaving our homes."

While the company's current users will automatically see the update, as of Tuesday, April 14th the public are invited to add the myTrestle Button plug-in to their Chrome or Firefox browsers by visiting www.mytrestle.com/standwithsmall.

"I was looking up family board games the other day on Amazon and the myTrestle button popped up," states Oregon-resident, mom of three and business owner, Carla Munns, "as it turns out, two small companies in Portland, Black Wagon and Grasshopper, had what I wanted—plus I was able to support my community and get faster shipping (or same day pick up)! I didn't even think to look at local small businesses for what I wanted because I assumed everything was shut down. I am so happy they've added this feature!"

The Small Business Administration is working to create loan opportunities to help small businesses meet payroll and prevent layoffs to survive temporary mandated closures. While billions of dollars are being distributed to small businesses, who are considered some of the most vulnerable during the COVID-19
economic slow down, it is unlikely to fully support the entire need. For those who have attempted to turn to e-commerce to sell products, they are often met with incredible difficulty being found by consumers looking for products they sell.

"Trestle presents our star product OASIS Beauty Oil, to customers shopping for similar beauty products on larger retail platforms like Amazon or Sephora, placing our competitive product directly in the purchase path of our potential customers," states Gwyn Johnson, Founder of Rarity Natural Beauty, "I'm convinced if the Trestle button was downloaded by a million Americans we could weather this storm of the abrupt drop in retail outlets and begin to thrive again, saving countless small businesses. I want to urge everyone I know to immediately download Trestle and support conscious businesses now before they are all gone and we lose countless years of innovation and creation of products that are good for your body, the earth, and humanity."

About Trestle

Trestle is a Portland-based technology company aiming to make conscious consumerism convenient. They collect data on how companies operate and create technologies to provide transparent information to consumers as they shop online.

For more information about Trestle, visit www.mytrestle.com or e-mail Cofounder and CEO Jennifer Johnson at Jennifer@mytrestle.com.

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