



## **Gootium Announces Decision To Create Youtube Channel To Enhance Brand Influence**

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Laguna Beach, California based backpack company, Gootium, has announced their plan to create a Gootium YouTube channel. The company states that they have decided to create the video channel as a means of helping customers to learn more about their products through video demonstrations and reviews.

John, a representative for the company says, "Our new YouTube channel is designed to give you all of the information that you want about our products. The reviews will help you know more about all of our products. For instance, if you want to know how durable our products are, just go to YouTube and watch the videos demonstrating the durability of each particular product."

Gootium has been manufacturing quality canvas backpacks, messenger bags, totes and other products for a number of years. The company states that while their Gootium backpack is highly popular, all of their products have essentially become customer favorites. John says that they offer a number of products to meet the fashion and function needs of many customers and those customers continue to show off their bags on their various social media accounts. Instagram users can see Gootium products being praised by customers on a number of personal accounts.

"We love that our happy customers share their favorite Gootium products on Instagram," says John. "We love that they want to tell everyone how much they love those products. If you want to know what someone thinks about anything, just check their social media pages and our new YouTube account is yet another way that people are going to be able to share what they love the most about Gootium and our bags."

The company recently teamed up with Morris Mouse, a fictional and very popular mouse that has adventures to share with followers. Gootium and the artist collaborated to share the artist's renderings through a variety of Gootium products. The company states that many of those products can be seen on their new YouTube channel. Those who are interested in seeing a Gootium backpack in use or a messenger bag being washed and or tested for durability can now do so whenever they please via the new Gootium YouTube channel.

The company states that they strive to make it easier for their customers to find the bags or other products that they need. They thoroughly test each product for durability to ensure that customers are always satisfied. John says that no product is released to the public until it has gone through the company's rigorous testing process.

Gootium was born from an idea that originated on a small farm in Australia. The founder of the company states that the idea began with a canvas bag used by an Australian farmer. The bag, according to Gootium, was functional yet highly fashionable and had a certain charm that was otherwise unseen in similar items. The founder states that the bag carried such unique charm that it began a love of similar items which turned into a thriving business.

Today, Gootium offers a number of handmade canvas backpacks, portfolios, messenger bags, clutches and other items that are designed for durability and style. The items are put through a special washing process to give them an authentic vintage look. Gootium recently released a line of accessories to go along with their bags and clutches and say that they have plans for even more new items in the future, although they did not state what those items would be.

The company invites those who are interested in seeing more of their products in action to visit them on their new YouTube channel. Customers who are interested in learning more about the bags that Gootium creates can also see their entire inventory on their official website or on any of their company social media pages.

The company states that they already have a few videos uploaded to YouTube for customers to check out, including one that shows just how durable a Gootium canvas backpack is. In the video review, the bag is put through a variety of tests and withstands each one. The company says that this shows that their products are trustworthy and dependable and states that those who wish to learn more can visit them on YouTube or visit their official website where they can find a complete list of the bags and other products that they currently

have for sale.

Gootium states that customers who have questions about any of their products are welcome to contact them through their official website or directly to have their questions answered at any time.

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For more information about Gootium, contact the company here: [GootiumJohn Z.service@gootium.com](mailto:GootiumJohn.Z.service@gootium.com) 1968 S Coast HWY #878 Laguna Beach CA 92651

## **Gootium**

*Established in 2012, Gootium is a brand of durable and vintage canvas products. We love to share great quality products with our happy customers and that's why "FOR THE AFFECTION, WE MADE'EM" has been our business principle.*

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