Amazon launches store for latest product inventions

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Early adopters, take note: Amazon.com has launched a store section called Amazon Exclusives that features new innovations from up-and-coming brands.

The Seattle e-commerce company said customers can shop for a "unique range" of electronics, toys, sporting equipment and other products in the store, which will showcase brands from new inventors and some of the products seen on the TV show "Shark Tank."

Many of the products featured on Amazon Exclusives have won innovation awards from industry associations, the company said.

Executives at businesses featured on Amazon Exclusives say it's a win for everybody because it gives their little-known products a huge exposure boost while helping customers find the latest products they otherwise might not have known about.

"From a business perspective, the new store is nirvana for a new brand, and the end result is Amazon's customers will have access sooner to cooler products," said Michael Hsu, chief financial officer at Irvine, Calif.-based Peri, which makes an iPhone battery case that doubles as a speaker.

Other products available in the new Amazon store: The Jackery Mini Portable Charger that helps provide power on the go and the Zackees LED Turn Signal Gloves for cyclists.

Merchandise featured in the Amazon Exclusives store is available only on Amazon or directly from the brands' websites or their physical stores. Items are fulfilled by Amazon, so they are eligible for free two-day shipping for Prime members in the U.S.