

NEW! Ecommerce website boosting high street sales across the UK

Submitted by: Brown Dog Creative

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www.yourfloors.co.uk is a new ecommerce website allowing consumers to purchase carpet, rugs, vinyl, laminate, tiles, ceramics and wood flooring from their local independent flooring retailer without leaving the comfort of their own home.

Unlike many ecommerce initiatives, www.yourfloors.co.uk is working with the local community to support and encourage high street spend. Consumers can search www.yourfloors.co.uk for thousands of floorcoverings, order free samples (which will be delivered the next day) and order product from their local, independent flooring retailer.

Consumers simply enter their postcode when they have chosen their product and are directed to a list of five local retailers – which will be closest to their home postcode. Once a retailer has been chosen, a price (including VAT) will be displayed and the customer can place their order. The product will be delivered free, normally within 24 hours to their chosen independent retailer who can also organise fitting and supply any accessories required.

The Headlam Group, the founders behind the initiative has signed up almost 2,000 local, independent retailers since launching in July 2008, making this ecommerce site a viable proposition for customers.

Tony Brewer, CEO of Headlam Group PLC said “By creating an internet portal for independent flooring retailers, yourfloors.co.uk is a unique opportunity for our customers and ultimately ourselves to take advantage of the increasing trend for consumers to purchase online. The advertising campaign further supports the independent flooring retailer, stimulating awareness of floorcovering and attracting consumers to yourfloors.co.uk”

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Notes to Editors:

1. www.yourfloors.co.uk sells thousands of different floorcoverings, the main categories are; carpet, rugs, vinyl, luxury vinyl, wood, laminate, ceramics and carpet tiles.
2. www.yourfloors.co.uk is an internet portal for retailers to sell direct to the consumers.
3. Independent flooring retailers who have already joined www.yourfloors.co.uk have been given a domain name, a design template, promotional selling lines and yourfloors photography to keep the brand consistent with yourfloors branding.
4. www.yourfloors.co.uk is supported by a national newspaper and interior magazine advertising campaign starting mid-September 2008.

High resolution images to support yourfloors.co.uk can be downloaded from:
http://www.browndogcreative.co.uk/uploads/Yourfloors_Media_Images.zip

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