

Why Specialist Home Hardware Retailing is Flourishing Online

Submitted by: mkLINK Ltd

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Online retailing of home hardware products experienced its first big move online with the DIY and hardware giants but now the smaller specialist online hardware retailers are flourishing too

Large out of town DIY, home and garden stores and local high street hardware stores both offer customers a general selection of many different products and customers can expect and perceive only a general rather than specialist amount of information and help in making choices in-store.

Although the large general home hardware retailers also benefit from their strong brand awareness for online sales specialist retailers of smaller home hardware items such as [simplydoorhandles.co.uk](http://www.simplydoorhandles.co.uk) are finding increasing numbers of customers for some very clear reasons.

“We have over 20 years experience in the door handle industry. Customers really value specialist knowledge. We have a physical showroom but our [simplydoorhandles.co.uk](http://www.simplydoorhandles.co.uk) website has allowed us to compete everywhere in the UK too” says Managing Director James Gumersell.

“Door handles (<http://www.simplydoorhandles.co.uk>) are the kinds of things that can be delivered cheaply and quickly by post and there is very little clear brand differentiation of these products in the minds of our market. They trust us as specialists to only select and sell the products that we’re 100% confident in the quality of” says James.

Most people like the comfort and convenience of shopping from their own home or office when and how it suits them. Avoiding a drive to a busy out of town superstore or high street shop which may not stock the product you’re looking for anyway and avoiding the other unplanned purchases and spending when you get there also strengthen the online specialist’s case.

“We try to provide a high quality online door handle shop (<http://www.simplydoorhandles.co.uk>) that’s easy to navigate, and gives plenty of information to customers about what they’re buying. We make the purchase process easy, we ship the goods quickly, we offer specialist technical advice by phone and we give customers 3 month no quibble returns. Again these are things that customers actually value and find re-assuring” says James.

“Although door handles (<http://www.simplydoorhandles.co.uk>) are technically a hardware product, they are visible in the home and need to have the right aesthetic appeal as well as the obvious practical fitness for purpose. Giving customers a wide choice of the latest styles is also vital” says James.

For more information call Simply Door Handles on 01484 42 60 42, contact them online (<http://www.simplydoorhandles.co.uk/scripts/contactUs.asp>), or visit <http://www.simplydoorhandles.co.uk>