

# U-Select Launches New Online Shop to Make Browsing Easier for Customers

Submitted by: PKL Ltd  
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U-Select (<https://u-select.co.uk>), the simple long-term catering equipment supplier, has launched a new shop (<https://shop.u-select.co.uk>) website to allow customers to select and secure items easily and quickly.

The new shop section (<https://shop.u-select.co.uk>) of the site has easier navigation, a bright, modern look, and makes it simple for customers to browse, pick and secure items. The site also has an easy quoting feature, lets customers secure items with a simple downpayment for one- or two-year rentals, and even lets them buy items outright.

The new part of the website was launched this month, just after U-Select (<https://u-select.co.uk>) celebrated its second birthday. The brand has proved a big success with new and expanding catering businesses looking for a way to finance new equipment without a long-term financial commitment.

U-Select (<https://u-select.co.uk>) was created to help catering entrepreneurs across the country get started and has built a reputation for good customer service - 1 in 3 U-Select customers add more equipment after their initial order, because weekly payments, brand new equipment and a knowledge they won't be left with a large debt gives them peace of mind.

U-Select sales manager Jon Steward said he was delighted with the new site and its improved user experience.

"We wanted to develop the website to make it easier to search for our customers to find what they wanted, to secure it if they wanted, or to get a quote. We are really proud of this new site and the development of the U-Select brand over the last two years. We've done really well, growing our sales, by concentrating on our customers and what they need. Our customers deserved an improved website experience, and that's what this update gives them."

U-Select will be officially launching the new site at this year's Hotelympia show at London's ExCel from March 5-8. The U-Select team will be on stand 1748 with their PKL colleagues.

If you'd like to visit the new U-Select shop, go to <https://shop.u-select.co.uk> (<https://shop.u-select.co.uk>) today.

Ends

331 Words

NOTES FOR EDITORS

PKL Company Overview

PKL Group is the UK's leading supplier of modular commercial kitchens, serving a wide range of both public and private sector markets. With hundreds of temporary kitchens and 10,000 items of catering equipment available to hire, the company supports clients during refurbishments, emergencies and events.

PKL also offers a number of permanent modular kitchen solutions including high-spec commercial kitchen buildings which are delivered to site as pre-built modules, ready for quick installation. The company's KitchenPod and Food Cube products have won various industry awards for innovation and have proven popular particularly in the education and leisure sectors.

In addition, PKL offers catering estate management solutions, as well as specialising in major event kitchen complexes such as those used to feed athletes at events such as the Olympic Games. The company's international division also delivers a wide range of specialist kitchen solutions to sites all over the world, from African mining camps to Antarctic research stations.

Established in 1988, PKL's head office is located in Bishops Cleeve, Cheltenham. The company currently employs around 90 staff and has successfully completed over 10,000 temporary kitchen hires worldwide, as well as over 200 permanent kitchen installations.

If you have any queries about this press release, or about PKL and its projects, please contact PR and Marketing Exec Phil Scoble on 01242 663125 or email [pscoble@pkl.co.uk](mailto:pscoble@pkl.co.uk).