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## **Press release**

**12 January 2010**

### **New Improved Website for Hepplewhite**

Leading bedroom manufacturer Hepplewhite has launched an impressive new look website, showcasing the company's popular and extensive collection of bedroom furniture.

The new consumer focused site is easier to navigate and uses large, colourful images to showcase the bedroom furniture in Hepplewhite's portfolio. Clever use of photography highlights the key benefits of each collection with close up shots and colour swatches show the different colour scheme options.

Graham Jones, Hepplewhite's trade sales and marketing director, comments: "Advances in technology have allowed us to improve the design and enhance the experience for visitors to the new site.

"We realise that more and more consumers are researching products on-line before deciding which retailer to visit so have invested heavily in SEO to provide a consistent top of the page ranking on Google searches for fitted bedrooms and made the 'request an e-brochure' tool more prominent.

"The trade area has also been improved for our retailers with several new features that include a fully downloadable image library.

"The next stage of our online project is currently underway with the development of a web based ordering system. Scheduled for launch in March at KBB 2010, the system will allow the status of submitted orders along with delivery dates to be viewed online."

Hepplewhite has been making fitted bedroom furniture for two generations and specialises in serving the independent retailer. There are currently over 100 Hepplewhite retailers in the UK. For more information please visit [www.hepplewhitefittedfurniture.co.uk](http://www.hepplewhitefittedfurniture.co.uk)

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**For more information**

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