



# Home Improvement eRetailer Summit

## eCommerce Intelligence & Insights

**Latest registrations attest to the importance  
of Home Improvement eRetailer Summit to their selling efforts**

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Groupon Goods and The True Value Company are the latest high-profile businesses to confirm that they will be sending their respective ecommerce buying teams to the third annual Home Improvement eRetailer Summit, which is scheduled to be held at the Hotel Monaco Chicago on November 7-9.

“The entire Groupon Goods Home Improvement buying team is looking forward to the Summit and networking with new and current suppliers, as well as expanding our knowledge of best practices for serving our customers in the ecommerce marketplace,” said Scott Benedict, Groupon Goods’ Divisional Merchandise Manager.

Benedict was on the original team at Walmart that launched the retail giant's Walmart.com ecommerce platform.

“This Summit focuses on bringing together executives from the entire distribution channel to collaborate and learn how to compete in increasing the sales of home improvement products online,” explained Sonya Ruff Jarvis, the Summit's founder.

Ruff Jarvis went on to say that the fact that entire home improvement ecommerce buying departments are attending demonstrates “there is a need for this kind of forum to identify new suppliers and share insights and intelligence on ecommerce, specifically as it relates to home improvement retail.”

This is exactly what first-time attendee Jerry Clasey is hoping for. Clasey, who is President of the Hardware Division for the hardlines distributor Bostwick-Braun Company, anticipates establishing contacts with other key retailers, with the goal of building longer-term relationships. He said he is also looking to learn what other companies are doing in ecommerce in terms of technology and order processing.

Progressive suppliers are betting on the Summit's value to their operations, too. Jenny Rhead, Online Marketplace and eRetailer Manager for the decorative wood components supplier Brown Wood Inc., said she is looking to initiate relationships with eRetailers whose companies reach the DIY, craftsman, maker, building, and self-ascribed home designer markets.

In addition to Groupon Goods and True Value, the eRetailers that have committed to attending the Summit include representatives from the ecommerce teams for eBay, Sustainable Supply, The Grommet, FireFly, Buys, Sears, Supply Hog. More eRetailers are expected to confirm their teams' attendance in the coming weeks.

“We’re confident that our wood and metal decorative elements, all Made in America, are perfect for today’s remodeling projects, and we’re excited to find new channels and platforms at the Summit to reach these niche market,” said Rhead, another first-time attendee.

For more information, please contact Sonya Ruff Jarvis at [Sruffjarvis@eretailersummit.com](mailto:Sruffjarvis@eretailersummit.com) or 203-295-3385.

*The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.*

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