



# Home Improvement eRetailer Summit

eCommerce Intelligence & Insights

## Home Improvement eRetailer Summit's founder shares her thoughts about ecommerce

FOR IMMEDIATE RELEASE

August 20, 2019

Contact: Sonya Ruff Jarvis, 203-295-3385  
[sruffjarvis@eretailersummit.com](mailto:sruffjarvis@eretailersummit.com)

(TRUMBULL, CT.) In a new and extensive interview, Sonya Ruff Jarvis, a leading expert on online retailing, who launched the Home Improvement eRetailer Summit in 2016, discusses the online world where home improvement retailers now find themselves, and how the Summit has become a pivotal component in its attendees' web-enabled marketing strategies.

Ruff Jarvis spells out the opportunities in front of home improvement retailers and their suppliers from online selling, which include incremental growth, brand expansion, and customer diversification. She also emphasizes how ecommerce

should be part of a holistic approach to retailing that incorporates bricks and mortar stores, which the majority of shoppers still prefers.

Perhaps the most important point she makes is that the efficiency of logistics and fulfillment often determines whether a retailer's online program sinks or swims. Ruff Jarvis anticipates that the technology driving these services will become more refined and widespread as ecommerce continues to reshape this sector.

In her comments, Ruff Jarvis answers why her Summit remains relevant by stating that it remains the industry's only face-to-face event focused on ecommerce that's tailored and curated specifically for home improvement retailers. The Summit, she states, has emerged as both an information and networking forum, and a platform for building longer-term relationships with peers and suppliers.

A link to that conversation with Ruff Jarvis can be accessed here. [\(INSERT LINK HERE\)](#).

The fourth annual Home Improvement eRetailer Summit is scheduled for November 6-8, 2019 at the Hotel Monaco Chicago, in downtown Chicago.

*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.*

[www.etailersummit.com](http://www.etailersummit.com)