



# Home Improvement eRetailer Summit

eCOMMERCE INTELLIGENCE & INSIGHTS

**The NPD Group's** latest data of the home-improvement sector's ecommerce will be a highlight at the **Home Improvement eRetailer Summit** next week

**FOR IMMEDIATE RELEASE**

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The Summit's agenda will highlight Joe Derochowski, NPD Group's Vice President and Home Improvement Advisor. He will share the NPD Group's latest data-driven analysis of the home-improvement sector's ecommerce status and prospects. The NPD Group has been instrumental in keeping the Summit's attendees apprised of current trends and its session is always a highlight that attendees look forward to and talk about long after the Summit ends. "We're honored to have the NPD Group back at the Summit's virtual event; and, specifically we welcome Joe Derochowski who is a leader in following behavioral trends in the home improvement ecommerce sector" says Sonya Ruff Jarvis, the Summit's founder.

The data will surely point to the surge in online sales. It has accentuated the importance of fulfillment to any successful ecommerce strategy. Whether it is standard shipping, one-day delivery, curbside pick-up or just pick-up in store, retailers are being challenged everyday as never before. Reliable delivery builds trust with consumers, especially at a time when so many more of them have been ordering online because of COVID-19 related in-store shopping restrictions.

Retail giants like The Gap, Walmart, Best Buy, and Ahold (to name just a few) are investing prodigiously in logistics and technology that facilitate frictionless delivery, and in some cases are devoting more of their physical square footage to online fulfillment.

As part of its mission to keep its attendees on the cutting edge of ecommerce, The Home Improvement eRetailer Summit, whose virtual event is scheduled for March 16 and 17, will include an in-depth discussion that touches on Supply, Demand, and Volume.

Scott Sinclair, OneStone's Senior Director of Ecommerce, and Elizabeth Ragone, BOSCOV's Direct-to-Consumer General Manager, will offer best practices to reduce shortages and delays, and get products to end users and consumers efficiently and quicker. Spreetail's Vice President of Assortment Growth Asa Farquhar will moderate this panel.

"Consumers demand a seamless online shopping experience, and managing 'the last mile' of fulfillment is critical to meeting consumers' expectations," said Sonya Ruff Jarvis, the Summit's founder. "These panels on supply and demand are examples of how the Summit is unique in providing information and advice specifically for home-improvement retailers and suppliers."

Another session will examine how suppliers and brands are capitalizing on Amazon's evolving business model. In addition, the Summit's Advisory Council's members will share what they've learned about their companies during the pandemic. Michael McLarney, founder and president of HARDLINES, moderates the last panel.

The event's second day is devoted to appointment-only opportunities for manufacturers to meet with retailers and wholesalers one-on-one.

For more information about the Summit, contact Sonya at 203-295-3385, or [Sruffjarvis@eretailersummit.com](mailto:Sruffjarvis@eretailersummit.com)

*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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