

New Direct Buy Lighting Deal Helps Consumers See the Light

Direct Buy Lighting's new deal will enhance the product information on its website and the online shopping experience. As a result, buying lighting online is faster and easier than ever before.

November 22, 2011 (FPRC) -- Brooklyn, NY -- New York-based lighting distributor and wholesaler Direct Buy Lighting has made a new deal that will make purchasing quality lighting online a whole lot easier.

Buying light fixtures online hasn't exactly been difficult, but it has always involved a bit of guesswork. Missing product details means interested buyers need to contact the seller or purchase, and often return, products that didn't meet their needs. But this new deal will soon make these inconveniences a thing of the past.

"Our new contract will make it possible for us to add even more detailed product information to Direct Buy website. And our customers are going to love it. The additional information will allow site visitors to make better buying decisions faster and easier. It also means they're less likely to end up with products that don't make them completely happy. Our customers will get more of what they want, when they want it," explained Joe Garite II, the ecommerce manager for Direct Buy Lighting.

Information to be added to the website includes a multitude of the details necessary when shopping for lighting and light fixtures. Some of these details include dimensions, colors, and the amount of energy each fixture uses under normal conditions.

And the improved buying experience goes far beyond simply providing additional information. Website visitors will be able to use the new lighting details to further narrow down their product searches. After the upgrades are complete, consumers can search for products based on color, style, brand, and price.

The information made available by the new agreement will be added to the website through regular updates. These are set to start on December 1st, 2011 and should be completed no later than January 1st, 2012.

This isn't the end of the site improvements made possible by the new agreement, either. In the near future, Direct Buy Lighting will add the availability of each product, as well as the ability to further refine its products by features such as Energy Star Rating, quick ship, manufacturer location, size, number of bulbs, and others. The site will then be updated daily to keep inventory numbers and product information fresh and accurate.

Direct Buy Lighting is located in the United States, but the lighting wholesaler and distributor offers affordable shipping on high quality lighting fixtures and supplies to consumers throughout North America.

Its catalogue ranges from simple commercial fixtures and outdoor lights, to designer indoor lighting and interior lamps. Products are available in a full range of colors and styles, and fit any decor style or personal taste.

About Direct Buy Lighting: Based in Brooklyn, New York, Direct Buy Lighting (<http://www.directbuylighting.com/>) is a leading online distributor and wholesale company. They offer a full line of commercial and residential lighting fixtures, from all the latest brand names. In all, Direct Buy Lighting has more than 25 years' experience, and has been offering its extensive catalogue of more than 30,000 products to online consumers since 2001.

Contact Information

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Keywords

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