

Builders reveals new store prototype in Boksburg

A new store prototype developed by Builders Warehouse made its debut at the newly-opened Boksburg outlet this week, offering 3D printing, flatpack furniture, a smart home hub, and other new features.



Bringing 15,170m² of retail floor and trade yard, the Boksburg store will be a benchmark for all new builds and renovations across South Africa and the continent moving forward. The new store has been relocated from its previous site, adjacent to the new location, and sports a complete redesign.

Digital integration

The retailer has introduced free Wi-Fi and 44 high-definition screens peppered throughout the store that gives customers the ability to order instore, within specific departments, shop the range of products as well as view promotions and search for product information or inspirational DIY content.



A smart home hub will offer customers the flexibility to custom-make solutions for their homes and budgets. "Our changing digital landscape has brought dynamic changes to the residential market through automation. Builders, together with Vodacom, will become a player in this growing sector by offering a bespoke service for the digital integration requirements of homeowners," says Builders in a statement.

There's also a 3D printing service giving individuals and businesses access to prototyping, domestic replacement parts and

modelling requirements. While a new design and installation service can assist with home improvement projects such as kitchen and bathroom remodelling that require a professional touch.



Builders Warehouse African expansion gains momentum with third store in Mozambique

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Product innovation

One of the latest product innovations is the introduction of flatpack modular furniture, with digital and physical displays for customers to watch 'how-to' videos and get help with their furniture selection. The retailer says it will offer a comprehensive range of flatpack furniture at competitive prices.



The Vida e Caffè, adjacent to a meeting hub, makes it convenient to host meetings, work, or relax and surf the internet with a beverage or snack.

"As an early implementer of an effective digital strategy in its sector, Builders continues to capitalise on the demands of customers who want a seamless, slick integrated shopping experience. The store is a hybrid of the latest technology with personable, helpful service to educate and inspire customers to make informed DIY, home improvement and construction choices," says the company.

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