



Alex Mundell

In September, Vale Furnishers, one of the largest furniture stores in Surrey and Hampshire, officially opened its new rooftop conservatory, which extends the furniture showroom to 36,000ft².

Rooftop expansion at Vale



Three generations of the owner, the Chandler family, cut the ribbon.

Vale Furnishers experienced a bumper weekend as new and existing customers joined the team in celebrating the opening of the new conservatory at the Ash Vale store in Hampshire, which will provide customers with even more space to browse the extended collection of furniture displayed throughout store.

Visitors were welcomed by the team and invited to explore the new area, which is filled with a wide selection of sofas, cabinets, dining room furniture and an array of accessories.

Alex Mundell, general manager, Vale Furnishers, says: "We are really pleased with the latest expansion to our store and the response from our customers has been fantastic. The

"At Vale Furnishers we ensure our customers have the time and space to explore the store"

opening of our new rooftop conservatory means we now have even more space for our customers to enjoy and enhanced shopping experience, explore the store, test the furniture or even enjoy a cup of freshly ground coffee or tea at their leisure."

Based on its almost 50 years' experience of supplying quality furniture, Vale Furnishers is committed to ensuring its customers have the perfect environment they need to select their ideal piece of furniture.

Recent research conducted on behalf of G Plan — a best-seller for Vale Furnishers — by McCann Erickson Communication House in April 2009, found that shoppers looking to invest in new furniture visit their local furniture store first for ideas and inspiration. The survey found that customers traditionally spend an average of 16 weeks from the initial idea of purchasing an essential item, such as a sofa, to the actual purchase of the product.

The results highlight the importance of research when buying furniture, and found that at this stage consumers viewed as many sofas as necessary until the perfect match is found. The research also found that while comfort was the most important factor when purchasing a new sofa, many customers felt embarrassed about spending too long testing a sofa or lingering on the showroom floor.

Alex confirms that customer experience is key: "We understand that many of our customers are investing in a significant purchase when they visit our store. They want efficient customer service, but do not want to feel pressurised."

Run by the Chandler family since 1960, Vale Furnishers stocks a wide selection of furniture and furnishings from leading brands including Stressless, Ercol, Collins & Hayes, Skovby, Tempur, Tapley, Nathan, Parker Knoll, Derwent, Myers, Axminster and Ryalux.

The conservatory adds a new dimension to shopping at Vale Furnishers.

