PRESS RELEASE

Staples Lighthouse Point Will Merchandise Furniture From the Company Web Site in a New Cafe

Staples is a brick and mortar superstore. The rise of the Internet has not closed physical, brick and mortar stores.

Lighthouse Point, Florida, (today’s date) - Staples sells famous classic furniture pieces on the company’s Web site that are totally hidden. To merchandise tables, chairs, Persian area rugs, a sideboard buffet and lamps with an antique brass finish, the store will set up a cafe in the furniture department.

Customers will be able to buy quiche, macaroons, merigues and organic coffee made with a BUNN coffee maker sold at Staples. Staples Store Manager explains, “Online sales are great, but we realize customers may want to see furniture before they make a decision. The cafe will give our customers a reason to visit. They will be able to actually use the tables and chairs that may be right for their office—possibly, even their home.”

Brick and mortar store is an expression that is used to describe a business or retail outlet that has a physical location. The rise of the Internet has not closed physical brick and mortar stores.

According to Internet Retailer, a subsidiary of Digital Commerce 360 that provides daily news, trend analysis, industry resources and competitive data, ecommerce now accounts for 14.3% of total retail sales. Offline sales are still higher than online sales because many customers still prefer a brick and mortar store where they can physically view the product before buying it as well as asking the advice from physical rather than virtual sales assistants.

Staples was founded by Leo Kahn and Thomas Sternberg who were former rivals in the New England retail food industry.

Kahn is considered a pioneer in the health food industry. The stores he owned are now part of Whole Foods Market. Sternberg was also in the retail food business and he came up with the idea for an office products superstore.

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