

CLIENT STORY

COMPANY

The Bed Slats Company

WEBSITE

www.thebedslatscompany.co.uk

INDUSTRY

eCommerce, home furnishings

SOLUTION

**Dedicated server,
Magento support**

PROFILE

The Bed Slats Company supplies high-quality bed-related products. The family-owned company sells UK-made pine slats and imported beech slats to both trade and retail customers. The Bed Slats Company offers customers durable alternatives to poorer quality poplar slats sold by some retailers.



INDUSTRY

eCommerce



CHALLENGE

The Bed Slats Company launched their website in August 2017. It needed a hosting solution able to cope with the image-heavy design of the website with no slowdown.



SOLUTION

The Bed Slats Company was referred to UKFast by Magento eCommerce agency R & W Media, a UKFast partner. R & W Media knew UKFast's Magento-optimised dedicated hosting solutions, coupled with its 24/7/365 support, would give The Bed Slats Company the ultimate platform from which to grow its business.

FORMING STRONG PARTNERSHIPS

THE BED SLATS COMPANY LAUNCHES ITS ECOMMERCE SITE WITH UKFAST AFTER PARTNERSHIP REFERRAL

The Bed Slats Company was formed in 2017 to provide its customers with everything they need for a comfortable night's sleep. The company offers stronger and durable alternatives to some poor-quality bed slats currently on the market.

After working in the industry for eight years, the founder of The

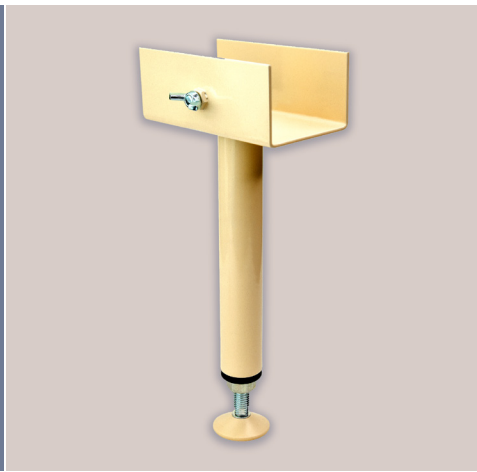
Bed Slats Company used his knowledge and experience to



I can concentrate on the day-to-day needs of my business, safe in the knowledge that there is expert support at the end of a phone line 24 hours a day, should I need it. 💬

source beech sprung slats from Europe. The firm also sells pine flat slats, made to exact specifications, in the UK. It supplies its products to trade and retail customers and direct to end users.

The Bed Slats Company approached UKFast partner, R & W Media to build its website from scratch on the Magento 2 platform. R & W Media co-founder Steven Wu said: "The website is clean and simple and heavily focussed on making the user journey easy for customers to navigate and allowing



them to quickly find the products they are looking for.

"The purchasing journey and checkout process is streamlined to be quick and hassle free, creating a pleasant and comfortable process, just like the Bed Slats Company promise."

When The Bed Slats Company needed a hosting solution able to cope with the image-rich design of their website it was referred to UKFast. Sanjeev Thakerar, founder of The Bed Slats Company said: "I had experience of UKFast from another company I was involved with and have always been happy with the service I received. It made complete sense to trust them with my new venture."

Since its launch in August 2017 the website has attracted up to 200 visitors a day. Sanjeev said: "From day one the site has run smoothly with no issues at all. I've not needed to contact UKFast that much, which is how it should be."

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The Bed Slats Company says the partnership between R & W Media and UKFast has produced an expertly designed, easy-to-navigate website. Sanjeev said: "The eCommerce site has only been live for six months but sales and turnover are increasing month-on-month so I couldn't be happier. I can now focus on growing the business and building the brand. The partnership between R & W Media and UKFast works really well – I've had nothing but five-star service."

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