



# Electrical and Lighting Wholesaler re-launches leading eCommerce Website

Sparks Electrical Wholesalers, September 04, 2007

URL: <http://www.pr9.net/business/trade/6255september.html>

*Electrical wholesaler Sparks Direct have launched a new website making it easier than ever for architects, interior designers and large commercial vendors as well as homeowners to find and buy the right lighting product or solution to suit them, be it stylish wall lights to exclusive bathroom lights imported from the best manufacturers worldwide.*

PR9.NET September 04, 2007 - London, UK – Sparks Direct have over 20 years of experience trading in the lighting wholesaler industry and are now leaders at providing lighting solutions for various industry professionals ranging from architects, interior designers, electricians, developers, builders as well as offering products at prices suitable for homeowners too. All of the lighting ranges on the new [sparksdirect.co.uk](http://sparksdirect.co.uk) website are specific for commercial industrial and domestic rated purposes.

The newly launched Website is now set to cement their role as the UK's leading lighting distributors as it is a fully ecommerce enabled online store, allowing users to browse thousands (the biggest range available in the UK!) of lighting products imported worldwide. The intention of the new [sparksdirect.co.uk](http://sparksdirect.co.uk) lighting wholesaler website is to integrate the successful Sparks and Lights showroom store and distribution centre in the heart of London online as users can either choose to have the item shipped to them the next day at a flat UK rate or they can collect from in-store.

The new [sparksdirect.co.uk](http://sparksdirect.co.uk) lighting wholesaler website boasts a much improved user interface which is aesthetically easy on the eye and very smart under the hood too. This is because the design has followed user-centric design principles where every single element on the website has been created and structured in a way specifically with users and how they would use the site in mind, making for an excellent overall online shopping experience for architects and interior designers.

A prime example of this is the new "advanced search" facility which allows shoppers to search by category such as wall lights or bathroom lights and by a price range. Alternatively when browsing a lighting sub-category people can filter the product list by:

- Light Colour / Finish Type – E.g. Aluminium
- Style of Lamp – E.g. Contemporary/Traditional
- Max Wattage
- IP Rating
- Energy Type
- and even Room Suitability – E.g. Bathroom lights, Garden lights, Bedroom lights

Nick of Sparks Direct comments: "This unique ease of usability coupled with a daily updated database of thousands of lighting and electrical products means that Sparks Direct now have a website that truly represents Spark Direct's status as leaders within the electrical wholesaler industry. In the new Website Sparks Electrical wholesaler has the largest range of switches and sockets on the internet".

Architects and interior designers can shop for wholesale lighting in full confidence because of the secure payment portal allowing users to pay securely and safely. Each lighting product has images, detailed descriptions, dimensions and other technical information along with being available in an immensely wide range of finishes, styles, colours, energy efficiency ratings and wattages. To find out more about lighting wholesaler solutions and lighting products please visit: <http://www.sparksdirect.co.uk>

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## About Sparks Electrical Wholesalers

Sparks Electrical Wholesalers are situated in the heart of London and have four floors of storage space which consists of lighting and electrical goods. The showroom store ("Sparks and Lights") has hundreds of lights on display and many skilled sales staff to assist with enquiries. Sparks Direct are distributors for many manufacturers ranging from decorative lighting to electrical cable.

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