

## Online Tool Store Revolutionizes Power Tools Industry

*An innovative online tool store has become a pioneer in the power tools and hardware market by revamping its website to enhance customer shopping experience. JKI Tools has done a great job making a customer friendly web site, which can be viewed at [www.jkitools.com](http://www.jkitools.com). This is a refreshing change to an industry filled with cluttered web sites that have become increasingly difficult to navigate.*

December 30, 2010 (FPRC) -- The modernized web site is designed to be easy on the eyes and allow customers to easily find the products they are searching for using several different methods, including a search box that can find any product on the site using a keyword.

James Kessler, President of JKI Tools elaborated on the reasoning behind the change: 'Through our extensive research, we have determined that consumers of power tools and air tools prefer a simple online shopping experience. If you survey the current market of online tool and hardware distributors, there are less than a handful of shops that offer a clean and uncomplicated shopping experience.' Kessler continues 'JKI Tools is listening to the client demand and has delivered a site worthy of its customers and will continue to respond to future customer demands.'

According to Kessler, the updates to the site have already produced positive results. 'We are seeing many new customers. These customers are spending less time on the site, but conversion rates have increased. Normally, one would determine that a customer spending less time on an e-commerce site is a bad thing. If conversion rates and site traffic are increasing, a customer's time spent on the site becomes less important. I think this is a new way of looking at it.'

JKI Tools is a global tool supplier based out of Charlotte, North Carolina USA. They offer discount tools to hardware stores and DIY enthusiasts worldwide from their web site. Their warehouse includes over 20,000 square feet tools including: automotive supplies, shop equipment, power tools, hand tools, and air tools.

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### Keywords

[Power Tools](#)

[Air Tools](#)

[Discount Tools](#)

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