

## **Kitchen Bath Plus Announces Revamped Website and Enhanced Shopping Cart Features**

*Kitchen Bath Plus has rolled out a new Web campaign highlighting a re-positioning of product galleries and an upgraded, single-page check-out and shopping cart feature.*

December 21, 2012 (FPRC) -- Kitchen Bath Plus, North Carolina's premier online kitchen and bathroom fixtures retailer, has completed a revamp of its Web site, offering a simplified, one-stop shopping cart and checkout feature.

Kitchen Bath Plus, a subsidiary of Beeson Hardware Company, offering one of the widest selections of kitchen sinks, bathroom vanities, steam generators, whirlpool tubs, shower columns, bathroom faucets, Rhol apron sinks and more, has put the finishing touches on its new Web site, which now features an enhanced photo gallery of products and re-tooled checkout feature that makes it easier for commercial contractors, architects and homeowners to complete sales transactions online.

Edward Spivey, President, says the revamped site now offers a one-page check-out and shopping cart feature, streamlining the process for multiple-item purchases and decreasing the number of pages and clicks needed to complete a sale.

"Our online business model has always had a core connection with ease-of-use features and functionality," said Spivey. "But we listened to feedback from our customers and gathered data on how best to enhance the shop and purchase experience online in order to provide quality of service and efficiencies that are in keeping with our core values. We see these changes as a positive simplification with significant outcomes for anyone who shops with us online."

Kitchen Bath Plus, doing business online as Kitchen-Bath-Plus.com, offers a vast inventory of quality manufacturers' bath and kitchen hardware and fixtures, including Dreamline shower doors, Fusion door hardware, Blanco kitchen sinks and Rohl faucets and sinks. The company serves both the U.S. and international markets.

Kitchen Bath Plus also offers an "Our Best Promise" policy, ensuring customers are given the best price possible on all their kitchen and bath remodel and upgrading products. Quotes are offered for anyone wishing to make a comparison with another vendor or company and will be matched or beaten whenever possible.

"We take great pride in our best promise pricing policy," said Spivey. "We are purveyors of fine quality products and we aim to match that business model with a customer service and pricing policy that our customers have come to expect from us over the years."

About Kitchen Bath Plus: Kitchen Bath Plus is a subsidiary of Beeson Hardware Company, with headquarters in High Point, North Carolina. The online retailer, established in 2005, sells quality manufacturers' bath and kitchen fixtures and hardware to the residential and commercial markets.

For more information, please visit [kitchen-bath-plus.com](http://kitchen-bath-plus.com), or call (866) 656-0175.

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**Keywords**

[Rohl apron sinks](#)

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