E.B. Horsman & Son

The Electrical Distributor of Choice!

Press Release

E.B Horsman & Son – 2018 Best Website Redesign of the Year Finalist

Surrey, BC – April 18, 2018 – E.B. Horsman & Son is proud to be nominated by eTail Canada as a finalist for their 2018 Best Website Redesign of the Year Award. eTail Canada has been honouring the best of the best retailers, recognizing their extraordinary achievements as eCommerce visionaries, emerging disruptors, omni champions and more for the past 7 years in the US and now in Canada.

The Website Redesign of the Year award goes to the eCommerce site that has improved dramatically with a recent redesign. Other Canadian 2018 finalists in this category include Carnivore Club, L'Oreal Canada, Birks and SAIL.

E.B. Horsman & Son first launched their eCommerce site in 2008 – ebhdirect.com. In March 2018, after careful consideration, feedback and beta testing, their new eCommerce site was launched to the public featuring a new platform and design changes. The site was created with one goal in mind: making online shopping for electrical supplies easy with E.B. Horsman & Son.

"In the early 2000s we recognized that eCommerce would play a vital role in our future customer and supply chain experience. Our legacy site was efficient and functional on a PC platform however trends were showing that our B2B customers were expecting more of a B2C online experience. We decided that a website redesign was necessary to meet those expectations and grow," said Jerry Evans, eCommerce Manager at E.B. Horsman & Son.

The new eCommerce site found on ebhorsman.com includes new features such as:

- A refreshed design
- Mobile responsive
- Faster
- An optimized search engine
- Enhanced data (images & supporting documents)
- A custom list feature for easy quoting, bidding, price referencing, and more.

"We are just getting started on this journey of making our business available to our customers 24/7 in a fast, mobile, and secure ecosystem. Our involvement with Affiliated Distributors and participation in their eCommerce initiative has provided guidance, support and encouragement as we enhance our customer's digital journey" said Tim Horsman, President& CEO of E.B. Horsman & Son. "It is our mission to help communities thrive through operational excellence by providing the best people, the best solutions, and the *BEST SERVICE* in the Electrical Industry."

Head Office & Technical Divisions

Automation, Controls & Motion
Commercial Projects
Data Communications
Lighting Solutions
Process Instrumentation

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E.B. Horsman & Son

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About eTail

Launched in 1999, eTail is the longest running event series dedicated to the continued growth and evolution of the online and omni-channel retail industry. Produced by Worldwide Business Research (WBR), eTail is a worldwide series of events spanning North America, Europe and Asia. Unlike other conferences, we believe that what happens at eTail events shouldn't stay there, providing actionable best practices that our attendees can put into practice now and can share within their organizations. For more information, please visit etailcanada.wbresearch.com.

About E.B. Horsman & Son ebhorsman.com

Established in 1900 E.B. Horsman & Son is the largest independently owned and operated electrical wholesaler in Western Canada and designated as one of Canada's Best Managed Companies. With 21 strategically placed locations we look confidently towards the future, recognizing that in this fast paced world we must constantly renew ourselves and our capabilities to meet the ever changing needs of the electrical, industrial automation and communications markets. We are committed to exceeding the needs and expectations of our many valued customers by providing quality and reliable services, and by being your problem solving and solutions provider.

For further information, please contact:

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