Another Year of Strong Growth at Chelston Direct

Friday 7 September, 2012

Chelston Direct, the online outdoor retailer, has grown its sales for the fifth consecutive year. Since starting in 2005 the Somerset based company has seen strong demand for its outdoor clothing, surf and ski wear.

This year has seen the company increase its winter offering to include Helly Hansen footwear, Orage snowboard clothing and Teva footwear.

Rob Simon, Managing Director of Chelston Direct, described the organisation's position as, "in line with expectations" and claimed he is confident regarding the rest of the financial year.

Despite some of the worst weather conditions for outdoor retailers for many years; a mild winter followed by a cold, wet summer, the retailer has managed to achieve record sales.

Mr Simon added, "We had an excellent Christmas at Chelston Direct last year, so we're hoping 2012 will be the same."

The growth comes off the back of substantial investment in technology, security, warehousing and offices. The company has doubled its storage capacity and improved distribution efficiency.

Chelston Direct also saw a good uptake in its next day delivery service and 'collect from store' option.

'We have found that many customers enjoy the convenience of receiving their orders within 24 hours. They also like our 2 hour time slot delivery notification, so they don't have to stay in all day.'

Chelston Direct's Managing Director believes that online retail will continue to see strong growth for many years as customer enjoy the convenience of shopping online.

'If customers feel they are getting good value and the website is easy to use they will keep coming back.'

Note to Editors:

Chelston Direct was founded in 2005 by Rob Simon and currently operate in Wellington, Somerset.

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Products available for advertorials. Hi-res images available upon request.

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