

Introducing The New SEI

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As a reflection of our continued success, and the success of our many customers, SEI is proudly unveiling a comprehensive set of exciting updates and changes to all facets of its operation. From a new distribution center to a high tech new website (www.seidal.com), down to exciting new product categories and stunning new products, SEI is here to demonstrate our continued dedication to your success.

A New Distribution Center: Making Room For Exciting New Things

While many businesses are closing their doors and selling off their inventory, SEI has relocated to a brand new, 150,000 square foot distribution center in Coppell, Texas. This move has been made to enhance our goal of maintaining the best inventory possible to make running your business that much easier. With this increased space, we will be able to offer 24-hour turnaround times on a huge selection of in stock items. For you, this means better customer satisfaction and an improved bottom line. For us, it means continuing our pattern of continually improving our customer service and capabilities for you, our customer.

A New Website: Exemplifying Our Fresh New Approach To Helping You Achieve Success

Although a brand new distribution center was certainly a great starting point, we wanted to offer our valued customers as many opportunities to achieve success with their business as possible. In that vein, we completely revamped our website, making it more intuitive, user friendly and useful than ever before. When you log on to our new site, you're sure to be impressed by the following:

Intelligent Product Search - Find what you need, when you need it

360° Product Views - Know the products you sell, inside and out

Access Details Quicker - The fine print is what usually makes the sale; get there quicker with our new site

Bulk Image Downloads - Set up your online business quicker and easier, and keep it more organized to enhance its appeal

Larger Image Galleries - Improve your knowledge about what we offer and pass it along to your customers for increased business

And Much, Much More. . . - Our site has been completely revamped to take advantage of new technology and enhance your sales capabilities

All New Categories: Giving You More Diversity In Your Product Offerings

At SEI, we know that our customers often have widely diverging needs and preferences. In response to that, we are thrilled to announce three exciting new categories that we are sure will appeal to you greatly. With the addition of the bedding category, the rugs category and the lamps category, we now offer a more complete, comprehensive lineup to make home decor more aesthetically pleasing than ever before. Your customers will delight in these new categories,

and the positive feedback you are sure to receive will only improve your existing sales. Additionally, cross-promoting is easier than ever before with SEI.

New Products: Gorgeous Offerings That Are Sure To Thrill

As an importer for home furnishings and decorative accessories, SEI is always looking for new ways to enhance our product lineup. Along with our new categories, we have some exciting new items that we're sure you and your customers will love. Our new line of hybrid fireplaces, for instance, combine the electric fireplaces we've popularly sold for years with the media stands that have always been hot sellers. Our new Bristol bench is a great example of the exceptional style we continue to offer; its chrome legs and espresso-stained seat make for a sophisticated combination. The Worthington chair - another new SEI offering - boasts dark walnut and black faux leather and is sure to appeal to many.

Come See The New SEI

At every level, SEI remains dedicated to providing our customers with the tools to run the best business possible. To us, your business success is our business. We strive to arm you with the resources necessary to achieve unparalleled success. Come check out our new website, categories and products today; our new distribution center will ensure that your order ships promptly and without issue.

For more information about Southern Enterprises, Inc. please contact Matt Malone at 972-616-1464 or visit www.seidal.com.