

## APR Supply Co. sees a significant increase in showroom traffic thanks to its new website from Bravo Business Media.



Company Type:  
Family-owned business



Location:  
Pennsylvania and Delaware



Affiliation:  
Affiliated Distributors, NKBA

### Situation

The company wanted a fresh new website design that reflected its professionalism and commitment to providing top-notch customer service.



**A**PR Supply Co. (APR) is a family-owned business that sells HVAC, plumbing, and hydronics equipment and supplies to contractors. With more than 35 branch locations and a 350,000-square-foot distribution center, the company has grown consistently over the years thanks to its core value of always placing the customer first.

In addition to its primary business, APR also operates Oasis Showrooms. The website, OasisShowroom.com, is an integral source for consumers to find state-of-the-art kitchen and bathroom products prior to scheduling their design consultations at one of the nine Oasis Showrooms throughout Pennsylvania and Delaware.

However, APR was dissatisfied with the look and functionality of OasisShowroom.com. The company wanted a fresh new website design that reflected APR's professionalism and commitment to providing top-notch service to its customers.

That's when APR reached out for help from its long-term partner, Bravo Business Media.



“**Working with the Bravo Business Media team is a no-brainer.** They have such a vast catalog of products that a wholesale or retail company can tap into.”

Teri Rogers | Vice President of Marketing, APR Supply Co.

## Solution



Our revised business model is based on consumers browsing the website and contacting a designer for an appointment to pick out the products they want.



**B**ravo and APR worked closely together on the redesign of the website OasisShowroom.com.

“It’s been a great working relationship,” said Vice President of Marketing Teri Rogers. “From top to bottom, everyone on the Bravo team was very communicative and responsive to the changes that we needed on a day-to-day basis.”

The newly redesigned OasisShowroom.com isn’t an e-commerce website, so APR also took advantage of Bravo’s SPEX Builder feature, which allows the company to market to the consumer population.

“Our revised business model is based on consumers browsing the OasisShowroom.com website and then contacting a designer for an appointment to pick out the products they want,” said Teri.

APR was also impressed with Bravo’s vast and up-to-date database of products.

“Our designers rely heavily on Bravo’s SPEX Builder feature,” said Teri. “That feature enables them to provide quotes to customers that cover all of the major manufacturers.”



[oasisshowroom.com](http://oasisshowroom.com)

## BENEFITS



### Competitive Advantage

“We absolutely have a competitive advantage with our new website,” said Teri. “Consumers have lots of options when they’re shopping for kitchen and bath products, and we have an up-to-date website that can compete with the big-box stores.”



### Increased Sales

“Looking at year-over-year increases in sales, our revenues exceed what we saw in 2019,” said Teri. “That’s true for all of our showrooms.”