

GROWERTALKS

GT in Brief

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McConkey Now Has Online Ordering

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McConkey Company's new website, www.mcconkeyco.com, now offers customers the option to place orders online. The website features easy navigation and a streamlined user experience. The company's hundreds of greenhouse and nursery supplies are grouped into intuitive categories and sorted by searchable tags.

"Our main goal with the new website was to streamline the ordering process," says McConkey president Derek Moeller. "We understand that our customers are very busy, especially around this time of year, and simply don't have time to place orders on the phone during normal business hours. Now, you can place your order at any time, and much more quickly than before."

Up-to-date inventory levels are displayed for each product, so customers can quickly see what's in stock—and request to receive an email notification when a backordered item is available again. The product offering includes greenhouse products from manufacturers such as T.O. Plastics, East Jordan Plastics, Sun-Gro, A.T. Plastics, Nursery Supplies, and dozens more, including McConkey's manufactured and imported products.

The site is open to growers all over the country and also offers unique benefits for established customers, such as affordable freight rates with frequent delivery schedules, the ability to avoid sales tax with a resale certificate, net terms offering for qualified customers, and discounted pickup at the company's two distribution facilities in Washington and California. **GT**