

Custom Barn Door and Hardware Company East Oak Launches New Website

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Salt Lake City-based company East Oak has launched its latest website, beginning what they hope will be a seamless online experience for its customers.

"We are extremely happy to release this website," Seth Wright of East Oak said. "Our customers have been incredibly kind to us. They're helping us grow our business and put high-quality barn and industrial furniture into more people's hands. As a result we needed to make the purchasing process simpler and more effective.

"We don't want to push people away with a terrible website, so we made a big step forward with the new design and functionality. It was a great decision, because people seem excited about it."

East Oak was founded in 2013 to provide Sliding barn door hardware. It has since grown, adding custom barn doors and industrial furniture. All products are made in the United States.

The latest website features the basic necessities for an online storefront, but with an East Oak touch, placing heavy weight on visual contrast so that the product craftsmanship is as easy to understand as the layout is easy to use.

"We're providing custom products," Wright said. "The most important part besides smooth functionality was an emphasis on highlighting the craftsmanship. It can be difficult to convey the effort each piece requires using a website. But since we can't bring everyone to us, we had to help make our work come to life for them."

Everything from Sliding barn door hardware to custom furniture is showcased with clear cost and ordering procedure.

"All the pieces matter to us and to our customers," Wright said. "The Sliding door hardware and barn doors

themselves. Everything needed to be seen, and the process to inquire and order needed to be simple. What's been created is an incredible source for people to engage with our own products. We will need to plan for further growth, and what we now have in terms of ecommerce capability allows for us to expand and adapt to whatever circumstances are soon to arrive."

More information about East Oak and their products can be found at <http://www.eastoak.com/>

About East Oak

East Oak, founded in 2013, is a company passionate about furniture, based in Salt Lake City, Utah. East Oak was started by developing high quality sliding barn door hardware, and then later expanding to producing barn doors. The company now creates a full line of industrial furniture and an All American Reclaimed Wood collection.

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