

B&Q

Introducing a new home improvement marketplace

A new product marketplace will offer customers a wider selection of products from trusted third-party sellers all in one place at [diy.com](#)

Customers will have more choice with:

-  An additional **100,000 products**, available within **6 months**
-  **In-store returns** for many marketplace products
-  **Trusted third-party sellers**

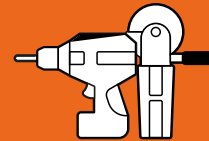
The marketplace will both expand existing ranges and add new categories, such as:



Wallpaper



Lighting



Power tools



Small domestic appliances

Why is it being launched?



82% of our customers' journeys start online, so the marketplace multi-channel model will make shopping with us even more convenient



nearly half (48%) of online product searches in the US, UK & Germany started on marketplaces

There are many reasons for third-party sellers to join the B&Q home improvement marketplace



Access a popular and trusted retail site with significant traffic that is synonymous with quality



Reach a significant demographic of UK consumers



Work with one of the UK's most recognisable home improvement retail brands

How does it work?

- 1** Third-party sellers go through a verification process
- 2** Products listed on [diy.com](#) as 'sold and shipped by [seller name]'
- 3** Customer adds to basket and checks out as usual
- 4** Customer adds to basket and pays as usual
- 5** Third-party seller delivers to customer
- 6** Customers can return their orders via home collection or to any one of our UK stores

To find out more visit [diy.com](#), or the **B&Q app**