A cutting edge new website from Snow and Rock

Thursday, 12 November 2009

In order to better service the growing number of people choosing to shop online and our ever increasing customer base, some of whom are unable to reach our stores, weâ€™ve undertaken a complete redesign of our website.

A year in the making, weâ€™re very excited to finally unveil our new website. Everything from backroom stock control to site navigation to an improved faster interface, Snowandrock.com has undergone an extensive makeover! Every element has been carefully considered to enhance the customerâ€™s shopping experience:

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Better department distinctions and shopping areas for each sport discipline (including a â€˜giftâ€™ area for each â€“ which is great in the lead up to Christmas). View products better with large zoom images and multiple shot angles for selected items.

Shoppers can find products faster with drop down navigation bars for each area, and a filter for search results. Customers can also find â€˜recently viewedâ€™ items and get additional outfit suggestions.

As the UKâ€™s leading snow sports retailer weâ€™ve built the best website we could to lead and exceed the current market. However our work will never be doneâ€¦ in order to make sure our website continues to move with online shopping innovations we will carry on expanding capabilities to create a more personal shopping experience.

Take a look at the new Snow+Rock website