

IKEA launching collection points in Saint John, Moncton

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Ikea Canada Photo: the AssociAted Press

SAINT JOHN • IKEA fans in Saint John and Moncton can rejoice.

The popular furniture store has launched collection points in the two New Brunswick cities to allow customers to shop online and have them delivered at a cheaper price, IKEA announced in a press release Wednesday.

The service will cost \$59, regardless of the amount bought. Currently, the average home delivery fee for New Brunswick residents is about \$140.

Both collection points are operated by a third-party operator, Same-day Worldwide. Saint John's collection point is located at 141 Alloy Drive, while Moncton's is at 632 Mapleton Road.

The locations will not have any products available for purchase.

IKEA chose to open these collection point locations to allow them to expand quickly into the market "and immediately provide our customers with an affordable shopping experience," said Amanda Fitzpatrick, a spokeswoman for IKEA Canada.

"Collection Points allow IKEA to share our home furnishing expertise in new markets and reinforce our position as the home furnishing leader across the region."

IKEA's move into New Brunswick likely won't be a threat to local boutique furniture stores, as it offers the kind of experience online shopping can't provide, according to the Saint John Region Chamber of Commerce.

"There's customer service, there's the ability to go through and see the potential products in a setting you can relate to in your own home, to have the one-on-one experience with those stores in Saint John," he said.

"I'm not sure that it'll have an effect in terms of the local market, because people do still look for that personalized customer service, the ability to visit a retailer."

Judith Mackin, owner of Tuck Studio, which sells contemporary furniture and decor out of its new location on Prince William Street, said she welcomes the new store to Saint John.

What Tuck offers in terms of service and product versus what can be purchased at IKEA are quite different, Mackin said, so she doesn't see it encroaching on her business.

"The kind of clientele that we have and the products that we serve, it isn't the same target at all, I don't think.

"And the reality is, anybody that's buying online now is already buying online. I don't think it's going to enhance or encourage people to shop more at a physical drop point here."