

# 5 reasons to buy from your local independent

Many tradespeople and customers alike have become accustomed to using large retailers and online merchants. But what about the **Great British independent retailer**?

Buying from an independent merchant is a significant contributing factor in supporting local employment, our entrepreneurs, boosting UK innovation, as well as maintaining traditions, and increasing environmental benefits. So what are the benefits of buying from an independent?



## 1. Expert knowledge

The information and advice offered to you will be **unbiased and specifically tailored to your project** and needs, peace of mind at its best.

## 2. Friendly service

You can't beat discussing a project with someone who knows what they're talking about, in an environment where you can **see and feel the products you're buying**. The IPG members pride themselves on their customer service.



## 3. Supporting your local economy

Often a common myth is that buying from an independent merchant will be more expensive, however in most cases, this just isn't the case — in fact, it's sometimes the total opposite. Independent merchants also recycle a much larger **share of their revenue back into the local economy**, creating jobs and investing in their staff, enriching the whole community.



## 4. Location

This is key, why not invest your time and money into your own community. Support your local merchants who take pride in **ensuring that all their customers are fully equipped** and prepared for their next project, big or small.



## 5. Stock and products

An independent merchant will go above and beyond to source the most efficient, cost-effective products — with a quick turnaround. They will stock products that are not based on a national sales plan, thus **guaranteeing a broader range of products**, ensuring that your best interests and individual needs are the priority.



The IPG was formed in 2013 with one mission; to bring independent plumbing, heating, and bathroom specialists together, and in turn, to give their customers the opportunity to **buy great brands locally at the best prices**. The IPG believes that the independent merchant should have a voice and a better chance to compete in the market given all the challenges facing them today.

[Find your nearest independent](#)