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Web Retailer CSN Heads North

CSN, which operates sites like Sleepersofa.com and Bedroomfurniture.com, is targeting consumers in Canada with a Web site that streamlines border issues.

CSN Stores, the retailer behind Web sites like Bedroomfurniture.com and Sleepersofa.com, announced Thursday that it has begun accepting orders from shoppers in Canada. The Boston-based Internet retailer operates more than 200 Web sites devoted to product categories ranging from bar stools to greenhouses.

Company officials said Canadian residents have sent hundreds of requests for CSN to sell products in that country. "We believe Canadian consumers have been underserved by their online shopping options," said Niraj Shan, CSN's founder and CEO. "Now we can give Canadians the same wide selection of products, well-trained customer service counselors and savings opportunities that our U.S. customers enjoy. This is a big, exciting step for our company and we feel it will be a great benefit to Canadian online shoppers as well."

Chairman and Co-Founder Steve Conine said other retailers sell to Canada, but require those shoppers to deal with Customs requirements. "Here at CSN, we have devised a very simple, self-serve process where no follow-up calls are required—a process that's unprecedented in the online furniture industry."

