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For Immediate Release



Abt Electronics Reports Increased In-Store Sales for Black Friday and the Weekend, Shattering Previous Records and Bucking National Trends

Abt also sees big increases in online sales, with LG 65" OLED TVs, Sony PS4s and Sonos One Speakers Topping Holiday Shopping Lists

GLENVIEW, ILL. (Nov. 28, 2017) – Holiday shopping for the consumer electronics industry is off to a strong start this season, according to [Abt Electronics](#), the nation's largest single-store retailer. Recognized and honored for its dedication to exceptional customer service and value in its impressive showroom and on its thriving national e-commerce site, the retailer experienced a significant traffic increase in store and online during 2017's biggest shopping days. **Notably, Abt shattered its previous in-store sales numbers with a 15 percent increase from Thanksgiving Day to Cyber Monday, bucking the national trend of dropping sales for brick-and-mortar stores.**

With increasing numbers of consumers choosing to shop online, the tradition of leaving the couch for Black Friday shopping has seemingly diminished over the years. "But not at Abt," says Jon Abt, co-president of Abt Electronics. "This year, we were surprised by how much our in-store sales numbers and foot traffic surged. With an increase of 15 percent for in-store sales and 10 percent in foot traffic, Abt continues to prove that if you give customers a reason to come in, they still enjoy the in-store shopping experience." Additionally, the retailer's foot traffic did not peak in the early morning of Black Friday like most stores, but rather, peaked around 3 p.m. Abt believes that because it promotes weekend-long savings, customers know the store won't run out of their desired product right away.

Abt's online sales show no sign of slowing either. While its Chicago-based showroom was closed on Thanksgiving Day to allow employees to enjoy time with their families, Abt had a 15 percent year-over-year increase in online sales between Thanksgiving Day and Cyber Monday.

Abt also observed that consumers were spending more than expected, with an average spend per individual of \$488. This number was 14 percent higher than the amount predicted in a [Deloitte survey](#) outlining how much consumers were planning to spend between Thanksgiving and Cyber Monday.

The hot gifts and most in-demand items bought from Abt over the weekend include the LG 65" OLED TVs, Sony PS4s and Sonos One Speakers. Yesterday, on Cyber Monday, top sellers shifted to the Sony Portable Wireless Bluetooth Speakers, GoPro HERO6 Black 4K Ultra HD Cameras and Fitbit Charge 2 Activity Trackers.

Abt's in-store and online performance from Thanksgiving weekend represents a 15 percent increase in total sales over 2016. Given the impressive start, Jon Abt anticipates a strong rest of the holiday season, predicting a 10 to 15 percent increase over last year.

Abt Electronics

Abt Electronics was founded in 1936 when Jewel Abt loaned her husband Dave \$800 to open a small electronics store in the Logan Square neighborhood of Chicago. Abt has grown to become the largest independent, single-store retailer of electronics, appliances and home goods in the country. This third-generation family-run business (now run by Dave and Jewel's four grandchildren, Mike, Ricky, Jon and Billy, who share the title of co-president) is known for its award-winning customer service from its team of more than 1,400 expert staff members. Its Glenview, Ill.-based location boasts a 107,000 square-foot showroom on 37 acres. The entire facility including its newly expanded state-of-the-art warehouse totals 350,000 square feet. The company has been recognized by the Chicago Tribune as one of the Top Large Workplaces in Chicago for six consecutive years, taking the No. 1 position in 2016, 2012 and 2011. Abt has become an influencer on a national scale thanks to its thriving ecommerce website where customers can receive advice and customer support through the site's live chat feature, email and toll-free phone number. Abt is known for being an eco-friendly business and has an award-winning green program that includes diesel trucks, windmills, solar panels and a generator that provides electricity for nine hours of the day. Abt also has an on-premises 12,000 square-foot recycling center that takes in over 8,500 tons of waste per year including 95 percent of the company's own waste. In the center of the showroom is a beautiful atrium where customers gain access to its many boutique stores-within-a-store such as an Apple Boutique, a Connect Computer Store and Dylan's Candy Bar. Abt is known for its weekend treats providing free, fresh baked chocolate chip cookies and coffee for its customers every Saturday and Sunday afternoon. For more information, visit www.Abt.com.

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