

## **Europa Centralna in Gliwice with the first IKEA Order and collection point in the Silesian Voivodeship**

**Europa Centralna, the shopping center managed by Sierra Balmain, expanded its offer to its customers after re-opening stores. The first IKEA Order and collection point in Silesia has been opened in the center. It is one of 13 such points in Poland that guarantees secure collection of online purchases.**

The choice of Europa Centralna by the Swedish giant is not accidental. The shopping center has one of the most attractive interior design and furnishings offers in the region. Customers have already had at their disposal big-box stores, such as Jula, Castorama, Jysk and Komfort as well as many stores of well-known brands, e.g. Dealz or Pepco. The proximity of the urban agglomeration and the car park with 2,300 parking spaces, increasing the convenience of shopping, were of great importance while making decisions as to the location of the point.

The IKEA Order and collection point is an innovative combination of e-commerce and traditional trade. It is a type of service that allows clients to select and pay for products through the website and collect them later at the indicated IKEA Order and collection point. Over the past two months, IKEA has launched six such spots, including one in Europa Centralna.

*"We are aware of how difficult and unprecedented the situation we have found ourselves with our tenants. However, we make every effort to develop new ideas for the future and emerge from the crisis even stronger and with an even more attractive offer to our clients. The IKEA Order and collection point is an ideal offer for those who value their time, comfort and health"* – says Katarzyna Lenartowicz, Europa Centralna Shopping Centre Director.

The IKEA Order and collection point is located in a shopping park, in the vicinity of the Bel-Pol store and is open from Monday to Saturday and on commercial Sundays during the shopping center's open hours. The company made sure that all orders were carried out in accordance with current sanitary recommendations.

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