



GigaParts to open 55,000 square foot Technology Superstore in Huntsville, Alabama.

(Huntsville, Alabama – October 17, 2023) With over 55,000 square feet, the new GigaParts store in Huntsville, Alabama will be one of the largest technology stores in the southeast. The site for this new store is located just 4 miles from the US Space and Rocket Center, at the entrance to the second largest research park in the US, and adjacent to Huntsville’s new MidCity shopping and entertainment district.

Renovations on the former Burlington Coat Factory building began earlier this year and the new GigaParts should be ready to open in the **first quarter of 2024**, at which time the existing store at Paramount Drive will close. GigaParts has served Huntsville for over 25 years, selling and servicing computers, networking equipment and ham radio gear. This new, larger location allows GigaParts to expand into new product categories including **photography, astronomy, general aviation, and makers components**.

What distinguishes this new store from other big box stores is how it will serve as a hub for communities. A large classroom is the center for numerous learning opportunities and provides meeting space for clubs. A snack bar inside the store will provide a place to enjoy a casual game of chess or to just hang out while your computer is being worked on. GigaParts will be partnering with local product experts that will share their expertise with visitors wishing to explore some of the hobbies represented in the store.

According to Scott Wilhelm, Chief Operating Officer, “Increasing the scale of our retail operations allowed us to create a business model that we can duplicate in cities across the country. This store in Huntsville serves as a prototype to establish scalable systems and prove the business model ahead of opening two more stores in just a couple of years, and then really accelerating our growth after that.”

When asked about how GigaParts selected these new product categories, Daniel Imsand, Director of Product Management said, “Over the years, we’ve noticed so many of our customers share similar interests outside of computers and ham radio. We find that a lot of our core customers are also pilots, photographers, amateur astronomers, or makers. A common thread is that our customers are, what we started calling, ‘Thinkers.’ They enjoy learning and discovering; most of them love puzzles and problem solving. The products we’re adding in this new store provide more for our customers to explore. And, by fostering communities around these products, the barrier to entry to some highly technical hobbies becomes much lower.”

“In a time where traditional big box stores are falling or failing,” GigaParts CEO, Robby Sperr, said, “we are creating a more engaging experience where qualified customers are elevated and become the most important part of the experience for their fellow customers. This symbiotic partnership leverages the power of influencers in our marketing but also amplifies the voices of customer demands within our organization, ensuring our products and services are more relevant.”

Patrick Bramlett, Vice President and co-founder, remarked, “There have been many changes in the technology sector since we opened in 1998. Adapting to those changes in the marketplace and supplying our customers with products and services to help them succeed has been our mission. We look forward to continuing to serve with this larger facility and we expect this new format will help bring *Thinkers* together.”

The new GigaParts goes beyond technology for consumers. John Colbey, Sales Manager: “Selling IT products and services to businesses has always been a significant part of our business. This new store will showcase many of those services like VOIP phones, firewalls, managed services, and enterprise email solutions. We already remotely service businesses outside of our region and adding more stores in the coming years will improve our reach even more.”

About GigaParts

Founded in 1998, GigaParts has a diverse mix of products, services and customers with stores in both Huntsville, Alabama and Las Vegas, Nevada, and a distribution center in Madison, Alabama. GigaParts services retail customers, small and medium businesses, as well as government agencies through a GSA contract. With almost 50 employees at the time of this press release, the new store will create up to 40 new jobs for direct hires and contract employees.

For more information:



<https://www.gigaparts.com/Huntsville>



news@gigaparts.com