Corporate Overview
PartSelect.com

PartSelect.com’s roots date back well before e-commerce and online shopping to the 1940’s and a company named Electrical Distributors Limited (now ELDIS, Inc.). Originally founded by P.L. Smith, this family-owned and operated business got its start selling wiring supplies. By the 1960’s however, the company made its first move into the appliance and consumer electronics industry by becoming a distributor of major household appliances and consumer electronics, as well as repair parts.

In 1999, after much success in the industry, ELDIS launched an online solution to connect servicers with the repair parts they needed - PartSelect.com. Although originally launched as a B2B resource, it soon became clear there was a gap in the market for do-it-yourselfers who wanted to repair their own appliances at home. Seeing this business opportunity as a way to grow the company, PartSelect.com transitioned to a B2C solution in 2000 and began providing millions of consumers across America with the appliance parts they needed. This would eventually become the sole focus of ELDIS’s online division - Eldis Group.

The next decade brought several major milestones for PartSelect.com. In 2009, the company launched PartSelect.ca, a new site that would service consumers looking for appliance repair parts across Canada. The company also introduced consumer electronic parts to both the US and Canadian sites.

In 2010, PartSelect.com launched The Instant Repairman™, an online tool that helps homeowners troubleshoot their own appliances. An industry first, this tool allows homeowners to enter their appliance model number, select the symptom they are experiencing, and then instantly be connected with the parts and other resources that will help them fix the problem.

Along with PartSelect.com’s extensive library of more than 30,000 tried-and-proven, customer-submitted installation instructions, as well as step-by-step installation videos, featuring Steve Ash, PartSelect.com’s Senior Appliance Repair Technician, and PartSelect.com has quickly become the ultimate home repair resource.

With strong ties to the past but always keeping an eye on the future, PartSelect.com continues its commitment to providing the tools and know-how that homeowners need to tackle their own home repairs. With over 2 million repair parts shipping from over 30 warehouses across North America and a passion for DIY, PartSelect.com is the leading online resource for parts and repair help for appliances and consumer electronics.
Ben Graham
PartSelect.com Director of E-commerce

Ben Graham serves as the Director of E-commerce for PartSelect.com, tapping into more than a decade of eBusiness and IT experience to drive online sales through Internet marketing initiatives. Today, he is considered a thought leader in search engine optimization (SEO) and paid search engine marketing (SEM).

Ben joined PartSelect.com in 2002 as Director of Business Development, charged with managing the company’s day-to-day operations. Under his guidance, PartSelect.com has grown from a small, Web-based B2C retailer offering parts from four appliance brands to a buzzing online community that connects more than half a million visitors each month to appliance and consumer electronics parts from all major household brands.

Before joining PartSelect.com, Ben worked for a Software-as-a-Service startup in Halifax, Nova Scotia.

Ben holds a bachelor’s degree from Dalhousie University and a diploma in applied information technology from the Information Technology Institute.

"Online retail is a fascinating industry, with constant change as retailers strive to gain advantage in a marketplace that can transform overnight. After 10 years I’m still driven by the challenge and dynamics of e-commerce."
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Steve Ash
PartSelect.com Service Director

With a background that fuses technical know-how with an aptitude for service, PartSelect.com Service Director Steve Ash is dedicated to equipping consumers with the parts and know-how for Do-It-Yourself (DIY) appliance repair.

Steve has more than 35 years of experience in the electronics and appliance service industry, including hands-on appliance repair and maintenance, personnel training, service supervision, and sales. Steve joined PartSelect.com in 1999 at the company’s inception, hailing directly from PartSelect.com’s parent company, Eldis Group. Steve began working at Eldis Group as an electronics technician in 1975 and quickly climbed the ranks to the managerial positions of Service Manager, Regional Service Supervisor, and Technical Trainer.

Today, Steve works to equip Do-It-Yourselfers with the knowledge and confidence to complete home appliance repairs. To this end, with PartSelect.com, he has created a series of instructional videos to guide DIYers through basic and complicated appliance repairs and maintenance.

Steve has also served on the board for the Electronics and Appliance Service Industry, an organization that was dedicated to promoting education for appliance technicians and fostering a relationship between manufacturers and service companies.

"People are able to learn repair skills with a little instruction and the confidence an expert can provide. No one starts out a pro but a great teacher and a sense of determination are the first steps to becoming one."