

Grow your profits!

Designed to enhance the environment in homes, offices and showrooms as well as hotels and shopping centres, a range of top quality architectural shrubs and bushes provides hard pressed retailers with an opportunity to generate additional sales with the minimum of outlay. These are all supplied in transit pots; additional perceived value can be generated by 're-potting' them in suitably sized containers filled with gravel or pebbles to enhance their appeal. However, by their very nature they are fairly bulky items and a comprehensive display would take up a good deal of valuable showroom space. This is where National Distributors, S. J. Dixon & Son Ltd. has come up with an attractive offer of a large showroom poster. This, placed alongside a single sample of one of the best selling shrubs will draw attention to, and generate interest in, the range of 30 available. No Stock Investment - Positive Cash Flow. Dixons Marketing Director, Mike Davis commented: "Experience over the past two years has shown that there is considerable scope to extend customer's 'shopping baskets' with a selection of attractive artificial foliage plants which require no watering or pruning!" For more information call 01902 872267/8

FAST 48 HOUR DELIVERY
UK MAINLAND

ASK A MEMBER OF STAFF FOR DETAILS

feature plants

A fabulous range of artificial plants



Kitchen devils shapes up

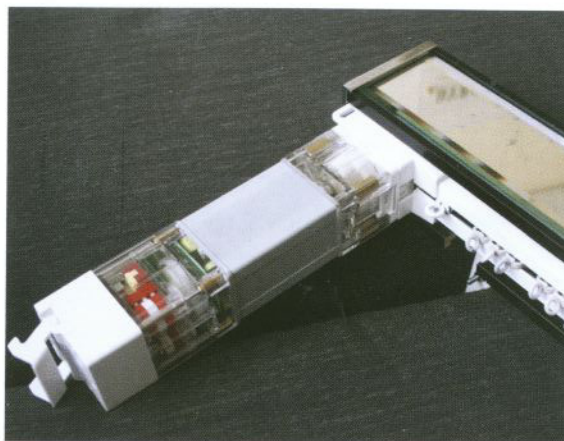
Kitchen Devils has sponsored British Sandwich Week this spring, asking the nation to vote for its favourite sandwich shape. The kitchen knife brand teamed up with the British Sandwich Association to sponsor British Sandwich Week (May 10 - 16), calling on the sandwich industry and households alike to take part in a simple questionnaire to select the most preferred sandwich shape in the UK and to learn about their most trusted knife. Respondents can win prizes including knife blocks from the Kitchen Devils Professional and Control ranges. Nicola Dodd, Group Brand Manager at brand owners Fiskars says: "Sponsorship of British Sandwich Week is an excellent match for Kitchen Devils as households up and down the UK use a range of knives everyday to make the perfect sandwich. Whether it's for cutting bread, slicing through a tomato or spreading butter, consumers rely on a trusted knife to prepare their favourite sandwich creation." For more information call 01656 655 595 or visit www.kitchendevils.com



Style and power

Byron & Byron has expanded the traditional parameters of the curtain poles sector by launching a range of fully automated decorative poles. Electrically powered, these combine the contemporary chic of poles with the 'ambiance control at your fingertips' hitherto only associated with remote control track. This exclusive motorized system is available on Byron & Byron's 67 mm poles and also on some of the successful Polmet ranges, such as 80 mm Deco, Baroque and Milo. Not only is the system a clever indulgence for discerning consumers, it is also being presented as an elegant solution for problem windows, such as over stairs, large size or in rooms with high ceilings. It is also possible to combine a number of different window treatments into a single system, so that they can be controlled from a single switch or from

multiple devices, such as fixed switches and remote controls. For more information call 0208 344 7979, email lorena@byronandbyron.com or visit www.byronandbyron.com



Perfection for wine-lovers

Vinoteque by Accademia Luigi Bormioli is a range of professional, elegant and robust glassware for the wine enthusiast. To bring out individual characteristics wine should be served in the correct stemmed glass. The Vinoteque range is designed to enhance the enjoyment of all wine types. Luigi Bormioli has developed unique manufacturing technology to bring SON.hyx blown lead free crystal glass, titanium reinforced stems and drop stop coating. SON.hyx technology

makes the glassware totally transparent, with high sonority and high resistance to breakage. Dishwasher safe to over 4,000 washing cycles with no deterioration to glass transparency or sparkle. Titanium reinforced stems hardens the glass surface reducing abrasion and increases resistance to breakage. Drop stop coating reduces friction to ensure perfect pouring into the glass.

For more information call 01256 462341 or e-mail sales@western-house.com

