

Rothley exhibit new products

Rothley Ltd, supplier of decorative tube, DIY and hardware products, has announced it will be exhibiting at the Totally DIY show. Known throughout the trade as suppliers of the colorail brand of decorative tube and fittings, in recent years Rothley has introduced a number of successful new product ranges such as metal and plastic profiles and storage hooks. At the 2013 show, Rothley will be exhibiting new ranges of Sliding Door Systems and Twin-Slot Shelving. Rothley's new range of sliding door systems includes sliding and folding door systems for wardrobes, cupboards, room dividers and screens. The new Twin-Slot shelving range provides great value and is ideal for use throughout the home and in commercial applications. Rothley will also be showing examples from the company's full range of DIY and hardware products, displayed on their own merchandising units specifically developed for the independent retail sector.

☎ For further information please telephone 01902 756461, email sales@rothley.com or visit www.rothley.com



Everbuild return to Totally DIY

After a break last year Everbuild Building Products Ltd, the UK's largest independent manufacturer of Sealants, Adhesives, Fillers and Building Chemicals will once again be exhibiting their wide range of products at the Totally DIY Exhibition, in February at the Ricoh Arena, Coventry. Featured on the stand will be some of the most popular products from the Everbuild range, such as Forever White, Stixall, Wonder Wipes, Pinkgrip and Geo-Fix. Everbuild will also be unveiling a number of new, exciting and highly anticipated products at the show.

☎ For further information please telephone 0113 240 2424 or visit www.everbuild.co.uk



The Silent Salesman

By Nigel Dibbo, Big Wipes

Every builder's merchant knows that high impact merchandising units and promotional displays can increase impulse buys. But in our experience, many merchants are not optimising the promotional opportunities that could be harnessed at point of sale. As POS units can increase product sales significantly, they offer an important opportunity.

Our experience at Big Wipes for example shows that merchant customers taking advantage of our point of sale displays can triple or even quadruple sales of our product compared with normal on-the-shelf sales. With ever-increasing demands on shelf space and pressure on stock levels, taking advantage of POS space makes the job of selling as easy as possible.

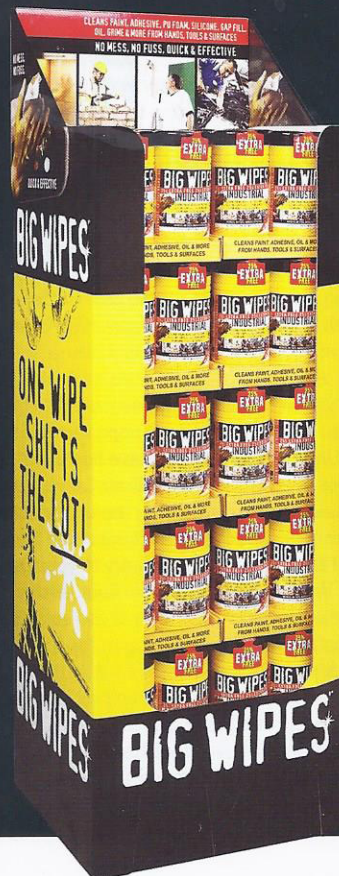
In effect, strong POS displays can be your 'silent salesman', especially if you select the kind of products that could potentially be used by every customer that walks through your door.

What you need when considering POS choices is a display and product that does the selling for you. This should include a display unit that is preferably bold, bright and impactful, containing widely useful products that are priced to tempt. Some suppliers, ourselves included, will provide stockists with free of charge POS display units along with your product order.

Available space – and the add-on sales you will make per square foot – are other vital considerations. Look for a POS opportunity offering a stand-alone, tall product display unit that takes up the absolute minimum of floor space. At Big Wipes, for example, our standard POS unit takes up little more area than a size of A4 paper. This ensures more flexibility for positioning.

We all know that in this current climate every sale counts, but the Big Wipes experience certainly shows that a proactive approach to the merchant's point of sale area provides an effective, yet simple, extra opportunity to achieve add-on sales and boost the bottom line.

☎ For further information please visit www.bigwipes.com



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A preview of the Totally shows



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