

Moving forward in a changing market...



Floramedia and Burall Floraprint are becoming one, to offer a first class service and product range to all in today's ever changing market place.



FLORAMEDIA HAVE MOVED TO:-

The Octagon, Middleborough, Colchester, Essex CO1 1TG

Tel: 0844 815 0915

www.floramedia.co.uk www.bflora.com



"We understand successful merchandising is the difference between flagging sales and a garden centre driving profit."

Keith Nicholson, Westland's Head of Marketing



Westland is delighted to be sponsoring the Garden Retailing Awards for Team Success under the category of Greatest In-store Merchandising Ideas.



When Westland's merchandising team gets to work, the results are nothing short of remarkable. Of the 50 UK garden centres the team

revamped the increase in sales averaged a staggering 50%. "That was the average," says Westland's Head of Merchandising Louise Billingham. "Some garden centres reported a 100% increase." Simplifying the message to gardeners and link selling are key areas, as well as devoting the right amount of space to key products. Garden centres that have experienced Westland's innovative approach are thrilled. David Henshaw, Managing Director of Trowell Garden Centre in Nottingham said: "They are absolutely superb. Customers immediately reported products were easier to find and this translated into sales. One of our suppliers reported



more than 40% increase in sales. I've seen other companies approach - without question Westland is head and shoulders above them."

