

PRESS RELEASE

Making a point with big SALE display!

(ref: PJH321 / NOVEMBER 2009)

Get set for the January sales with bathroom distributor, PJH Group and its Bathroom Collection Sale, complete with giant, wow-factor point-of-sale (POS) posters for maximum showroom presence.

Measuring in at 1.2m x 0.8m, the eye-catching Sale Poster (pictured) is one of a number of branded Bathroom Collection POS display materials, designed exclusively for PJH bathroom stockists, featuring striking, yet clean imagery.



Promoting the New Year sale that will include up to 50% off leading brands within PJH's Bathroom Collection – including own-brand Moods, Jacuzzi and Triton, the new POS range has been designed for big consumer impact, aiming to help boost stockist sales and effectively communicate the range of promotions available.

“POS materials can transform a showroom, helping to create more eye-catching displays for effective product promotion and consumer appeal. POS is very important for consumer brand awareness and has become an integral part of the support package available from PJH,” explained Lucy Humphries, Bathroom Category Director, PJH Group.

The full range of Sale POS follows the same 'Bathroom Collection Sale' colours and branding and includes promotional items such as A3 counter-top strut cards; product discount rolls and tags; individual discount stickers; red and white sale balloons; and a range of dealer support adverts on disc or available to download from www.thebathroomcollection.co.uk – ideal for local advertising and raising your profile.

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"Our success depends on the success of our stockists, so we are constantly striving to offer support wherever we can. Fresh, effective and regularly updated POS is a vital component of this support package, and ongoing feedback from our customers is essential to ensure displays are working effectively," continued Lucy.

The new Sale POS range complements the current choice of both Moods and Bathroom Collection display materials, which considers every aspect of product promotion, from floor to ceiling, and from shelf, to wall, to window. This includes branded materials such as brochure bins; perspex logo plaques; ceiling banners; A3 wall-mounted showcards; window stickers; and A2 double-sided posters. The comprehensive choice is continuously updated to maintain a competitive edge.

With a team dedicated to showroom design and merchandising, PJH is able to offer free professional advice on all aspects of showroom displays. The distributor also offers highly competitive display deals for stockists displaying The Bathroom Collection range. For further information, contact PJH Group on 0800 8 77 88 99, info@pjhgroup.com or www.thebathroomcollection.co.uk

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Notes to Editor:

The PJH Group is the UK's largest distributor of kitchens and bathrooms with over 580,000 sq ft of warehouse space and approximately £16m stockholding. Established in 1972, the company is based in Bolton, operates throughout eight UK sites and employs almost 800 people. Customers include over 4,000 independent retailers, builders merchants, housebuilders, developers and specifiers. PJH own-brands include Moods Bathrooms, K Kitchens, Prima Kitchens & Prima Appliances.

The PJH Group is part of the Globe Union Group, a world class design, marketing, manufacturing and trading organisation supplying kitchen and bathroom products to customers worldwide.