

Hepplewhite/press releases/kbb promo

Press release

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HEPPLEWHITE BRINGS WORLD CUP FEVER TO KBB

KBB, NEC March 21-24 2010

Stand K42 HALL 17

Leading fitted bedroom furniture company Hepplewhite is bringing some world cup fever to KBB with a World Class promotion that will challenge football fans' knowledge of national teams and allow them to win a Sony PSP and a World Cup Fifa 2010 computer game.

The promotion will run throughout the four days of the show, when visitors to the stand will be invited to identify six football shirts hanging in the Hepplewhite wardrobes, by national team, and will then be entered into a daily prize draw.

Graham Jones, trade sales and marketing director, explains: "The World cup always inspires fans and those not usually interested in football to follow the progress of the England Team. We are delighted to be able to participate in the excitement and offer visitors to our stand the opportunity to join in the fun and win a great prize, every day.

"Also, everything on the Hepplewhite stand this year has never before been exhibited in the UK. This includes exciting new ranges and a stunning new sliding wardrobe system, plus interesting extensions to existing top selling collections, so there is lots for visitors to see."

Hepplewhite has been making fitted bedroom furniture for two generations and specialises in serving the independent retailer. There are currently over 100 Hepplewhite retailers in the UK. For more information please visit 'www.hepplewhitefittedfurniture.co.uk'

Pic caption: The Hepplewhite KBB Team (Lto R) front row - Hayley Rose, Jayne Richards and Christine Wilkinson, back row is Graham Jones, Mick Summer and Timothy Gent.



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