

Hepplewhite/press releases/sales promotion coffee

Press release

August 2009

HEPPLEWHITE SAYS WAKE UP AND SMELL THE COFFEE

Leading fitted bedroom furniture company Hepplewhite has reported that its summer sales promotion 'Wake Up and Smell the Coffee' has been a great success with retailers.

The promotion which runs until the middle of September offers Hepplewhite retailers the chance to win one of four 'coffee' themed prizes which includes three top brand coffee machines and a luxury coffee hamper.

Graham Jones, trade sales and marketing director, explains: "At the end of the promotion we will award one of three fantastic coffee machines to the three retailers who have performed best over the summer period.

"We will also be awarding a luxury coffee hamper to the retailer who we feel has shown the most innovative approach to generating sales within this time frame."

Recognising the present tough trading conditions, Hepplewhite has also included the option of a 'recession busting strategic review' where they will visit the retailer, carry out a review and support them in developing a new strategy to increase sales, free of charge.

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'

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