

LATEST NEWS FROM THE REGION'S CHAMPION OF VALUE

So much to celebrate - Chesterfield re-brand nears completion!

Our Plumbing Centre refurbishment at Spital Lane, Chesterfield is now complete and reactions from customers there have been really positive.

The new trade counter has been moved well forward and closer to the entrance and most of our fast-moving items of stock are now stored right behind for ease of access and speed of service.

Our **Quick-Collect Service** is now also available for those customers wishing to telephone their orders through so that their goods are assembled and the paperwork processed ahead of their arrival at the branch.

Opening hours at Spital Lane have been extended to include **all day Saturday from 08:00am to 16:00pm** and in addition to our standard next-day delivery service we have also **introduced an Emergency Same-Day response.**



Please note that the new Spital Lane Plumbing Centre replaces our former Walton Road, Chesterfield branch which has now closed.

The refurbishment of our Chesterfield Bathroom Centre at Spital Lane is also well under way and should be complete by the end of March. Well over half of the Showrooms are now complete with inspirational new bathroom displays and a very customer-friendly sales desk is already open for business.

Chesterfield Bathroom Centre opening hours have also been extended and it is now operational 7 days a week including Sundays from 10:00am to 16:00pm.

New signage and vehicle livery completes the makeover at Chesterfield and our experienced sales teams there are now ready to provide very competitive pricing, excellent stock availability and great customer service.





BOND BATHROOMS Great quality, availability and prices



When we launched our BOND label products last autumn we promised great price, quality and availability and the fantastic sales success of this range underlines how well our customers have taken to this collection and how appropriate it is to current economic conditions

when value is absolutely paramount.

Building on this platform we now bring you **BOND BATHROOMS** a collection of 5 superb suites priced between £225 - £745 plus VAT from some of the best manufacturers in the industry including Ideal Standard and Duravit.

Importantly, like all other BOND label products, BOND BATHROOMS are **available from our stock for next day delivery.**

This will also mean of course that should you have a product problem of any description we will have an immediate replacement on our shelves.

Nobody does it better!

Polypipe



...now in stock at all Willbond Plumbing Centres

The acquisition of our existing supplier, Terrain, by Polypipe has given us a great opportunity to increase the depth of our plastic drainage offering with the addition of this renowned value brand.

Polypipe above ground soil, waste and rainwater and Polyplumb plastic plumbing are now in stock at all of our Plumbing Centres and we are still retaining Terrain as a brand particularly specified for the commercial markets that we serve.

Please speak to your Area Sales Manager or your local branch if you are an existing Polypipe user and we shall ensure that your terms are appropriate to your business.

willbond.co.uk



TOGETHER WE CAN FIGHT THE CRUNCH

Like the rest of our sector we are certainly finding business really tough at the moment and there seems little chance of much improvement as 2009 unfolds. Add to this the fact that we are trying to cope with more business failures than ever before and we, like most of you, have a real battle on our hands.



Despite this very gloomy backdrop to business there are still consumers out there who want to spend money albeit they are looking for a bargain.

Retail spending statistics for January were strong across the country and from our own perspective the January Sale at our Bathroom Centres went very well.

It seems reasonable to think that if we can keep providing exceptional value for money then we might have a good chance of getting a better share of whatever spend is available to us.

This was the thinking that brought our BOND label in to being last autumn and we are now extending this value offering with a range of highly competitive bathroom suites from well respected manufacturers like Ideal Standard and Duravit.

As we all know value and cheap are very different things and neither we nor you want to prejudice our reputations by sourcing and supplying inferior products just to try and hit a price point. We can sell and you can fit BOND Bathroom Suites with confidence and in the full knowledge that we can both reassure the end-user that there is a full after-sales service available.

The bathroom market is incredibly competitive with major retail chains, internet traders, supermarkets, and bucket shop operators all vying with people like us for a piece of the action.

Sadly, as we all know, there is fairly often an after-sales issue with bathroom products and we also know that many of the new kids on the supply block are often found wanting here.

We believe therefore that our BOND package of quality, price, immediate availability and after-sales will really help you win bathroom business for your customers looking for great value.

Continuing with our value theme we are delighted that Polypipe is now available across our branch network and that we are now able to offer their highly competitive plumbing and drainage ranges to our customer base.

The Polypipe range is huge so please let us know if our opening stock profile is not right for you and we shall endeavour to correct the omissions.

As you can see from this newsletter we are working hard in our business to improve our service, our branches, our stock availability and most importantly our competitiveness.

This is an ongoing process for us and we will continue to communicate new developments to you both in our Tradelink bulletins and on our website at willbond.co.uk where you will also find full details on our BOND label products.

Regards

Tommy Hogg