

The value drive ramps up

WILLBOND

Plumbing Centres



BOND best value

Our latest BOND catalogue (Issue 6) is packed with great products at great prices.

The range is bigger than ever with bathroom suites, showers, shower doors, bathroom furniture, mirrors, bathroom accessories, tiles, adhesives, heated towel rails, copper fittings packs, kitchens, sink tops, ovens and hobs.

All in stock for next day delivery or same day collection.



Don't forget that every time you buy a **BOND** product on your credit account you automatically earn **BONDPOINTS** worth about 2.5% which are credited to your account every quarter.

You don't have to register, or even claim, you just have to spend the credit!

*See BONDPOINTS terms and conditions at Willbond.co.uk

...with all Henrad purchases on account

Everyone already loves Henrad compact radiators for their price and quality and now **they've just got 2.5% cheaper for account customers who will receive BONDPOINTS with every rad purchase too.**



...with all Main boilers on account

The Main range from Baxi is so right for the one-off boiler market. A cracking price, available from stock, easy to fit and full Baxi after-sales service already adds up to an unbeatable installer package.

But now, account customers also earn BONDPOINTS worth about 2.5% with every Main boiler purchase.



BOND Rixonway kitchens – down in price!

BOND RIXONWAY Kitchens are the perfect answer to the economy question. No messing about with self-assembly, no bits missing, no waiting for delivery because BOND RIXONWAY kitchens are ready erected and available from stock. You'll love the quality too – 18mm Beech carcasses, 180 degree hinges, metal drawer box systems are all standard!



EARN BONDPOINTS!

...when you refer customers

What an easy earner! Ring your Trade Buddy, tell them the name of the customer you've recommended and if they place an order at our Willbond Bathroom Centre we'll credit your account with **DOUBLE BONDPOINTS** worth about 5% of the sale price.

You don't even have to fit the goods if you don't want to – how good is that?

Free

1230 litres Slimline oil tanks

Double bundled, our tanks come with a 10 year guarantee and at 860mm x 2200mm they'll even go through a doorway – **only £699 + VAT.**



On the tiles

Our prices are spot on and we offer ex-stock availability on a great core range of wall & floor tiles e.g. 20x20cm Bumpy Whites at **only £0.26 each + VAT.**



Renewable champions

We can help you with a great range of solar products, heat pumps, biomass boilers AND TRAINING to ensure that you don't miss out on this growth market. We've a Renewables Champion in every Plumbing Centre so please just shout if you need help.

Henrad designer radiators

Henrad Designer radiators meet demand in this growth sector. Verticals, horizontals, and columns are all available.



Case for cast iron drainage

We have in-depth stocks on cast iron rainwater gutters and downpipes including the no maintenance Classical Plus Range – ring the sales office for more information.



For more details on any of these items simply contact us today!

**0% finance
available on all
bathrooms**

115 not out!

2011 sees us enter our 115th year of trading - it certainly looks like being another tough one for this sector and we're all going to have to run very hard to make progress.



Our focus is firmly on added value and customer service excellence. Many of you will have already benefited from our Christmas and New Year promotion.

Since 2009, our BOND range has gone from strength to strength because it absolutely hits the spot in current market conditions. BOND is good quality that professionals are happy to fit, is well priced and available from stock – very important when work is hand to mouth. You don't want to have to wait for materials to start a job and get the cash rolling.

This is our biggest BOND catalogue yet with stacks of new value goodies and great value rigid kitchens. Underpinning the BOND range is our BONDPOINTS loyalty scheme. There's nothing you have to do except spend the credit note we give you every quarter! That's really easy money for qualifying account customers.

We've also listened to our Heating installers and we've now attached BONDPOINTS to

Henrad radiator and Main Boiler purchases – effectively reducing these prices at a stroke by another 2.5%!

We've looked after our Bathroom Centres too. The answer? A genuine 0% interest credit offer allowing retail customers to spread the cost over 12 months with no financial penalty.

For account holders referring retail customers, we've launched REFERRAL BONDPOINTS. These are DOUBLE BONDPOINTS worth 5% of any sale we make to the end-user. Simply make sure that we know who you've recommended to our Bathroom Centre before the sale is made and the BONDPOINTS are yours. One of our customers earned the points and didn't even fit the goods!

We hope you can see that if you now buy Henrads, Main Boilers, BOND products and send customers to our Bathroom Centres, you'll be getting some sizeable credit notes!

As many of you will know, it's hard for young

people to find work at the moment and so last year we started an Apprentice Training Scheme. This enables us to train young people on the job with our experienced staff members and these Apprentices are developing really well now and bolstering our service resource. It's always pleasing to give someone a start in life but in these particularly tough times it's important that businesses like ours step up to the plate and offer some help.

We keep investing in the business to earn your support and many of you will have already seen the recently completed makeover of our Radford Plumbing Centre. The improved counter sales experience with better product information screens will hopefully help you survive and thrive in these tough times.

Best wishes for the rest of the year.

Tom Hogg