

Christmas Event

Our Christmas event was a tremendous success. Thank you so much to everyone who helped make this an enjoyable day and thank you to those who visited.

£815 was donated to support the work of The Vidiyal Trust. Due to the popularity of the event there was a queue to see Father Christmas. We are sorry if this caused a problem but Father Christmas is always very popular at that time of year. This year's event is scheduled for the 22nd December.



Your donations are now helping 8 children with cancer in India

What's in store for 2018?

I really enjoy the short period of time between Christmas and New Year as it gives a chance to reflect on what opportunities may present themselves during the coming year.

At Brundall Home Hardware we have a number of new ideas and opportunities which we hope to implement during the coming year.

We have now been granted permission to use the flat above the shop for storage. Just waiting for the previous occupant to remove their possessions and we will be able to start enjoying some extra space. (We are also hoping that the removal of the VW on the car park will help with parking).

One of the more noticeable changes will be the way in which we are able to display plants and products in the garden centre. We have a number of hidey-holes dotted around where we keep fixtures and fittings and spare stock. We will be removing these and replacing them with new displays. These are already on order so hopefully we will be able to make some of the changes over the coming month(s). Since the introduction of our new tills we have noticed that more customers are paying by card. Our existing set up causes a slight delay in processing the payments. We are working with both our till provider and

payment provider to make this a seamless integration. (See more in a separate article).

In May we will be delighted to welcome a large party of other Home Hardware shop owners from across the country. A member meeting will be held locally and will include visits to local Home Hardware stores. Visitors will be given an overview of the shop, our village and will also enjoy refreshments at Brundall Coffee Shop. This is a great way for us to find out about what works in other stores and will hopefully help us introduce some new products and ideas here in Brundall.

2018 sees some major regulatory changes in the way in which pest control products can be purchased. Like all stores nationwide we will be obliged to adhere to the new legislation. Please see more information in a separate article.



Having fun at the Gift of Christmas Event

We're here to help...

All of our staff have a wide range of background skills both within and outside the retail sector. This means that we are able to offer guidance and assistance on a wide range of everyday issues that our customers may face. We also like to share

our knowledge and experience amongst ourselves, learning from each other. You can be confident that you can speak to any member of staff who will be either able to assist you or direct you to a colleague

who has the relevant knowledge and experience.

If you need help.

Please ask.

We're here to help.

**IF YOU CAN'T
FIND IT...
PLEASE ASK**



WE CAN
USUALLY
GET IT!

homehardware

Telephone 01603 714341

facebook.com/brundallhomehardware

www.brundallpetandgardencentre.co.uk

Free local delivery on orders over £15.00. Subject to availability and weather conditions.



I like the suet pellets and the Robin and Songbird seed from Brundall Home Hardware

Pest Control

In March the regulations on the sale of pest control products change. This is designed to ensure that products are not inadvertently used incorrectly causing harm to other wildlife, pets and humans.

From the beginning of March existing products will be removed from retailers shelves to be produced in smaller packaging with less potency. Our suppliers have assured us that they have been developing new products and we will obviously stock these.

Until the end of February we will be able to sell our existing range of pest control products. One of the most effective being Sapphire Paste from Lodi. Lodi are a

manufacturer who produce pest control products for the professional market so you can be assured that these are some of the most effective Pest Control products available.



Sapphire Paste is an ideal solution as the formula is effective after one digestion. This means a speedier resolution to any vermin infestations.

Signs of Spring

The start of a new year heralds the first signs of Spring. Before writing this I took a short walk around our home village of Catfield. In the verge were the first flowering daffodils.



The good news is that very shortly we will start the sale of freshly cut daffodils. Shipped in from Cornwall and not pillaged from the verges of Catfield. These are

always hugely popular and we will continue to stock these for many weeks to come.

We should also start to see the

arrival of primroses and early Spring perennial plants.

January usually sees the arrival of seed potatoes and onion and shallot sets.

We will also be making arrangements for our Spring DIY promotion. Brochures will be delivered to households during February.

Don't forget our annual Mr Fothergill's seed promotion running throughout January and February. A great way to save on your seed purchases as you get ready for early Spring planting.



Customer Loyalty Card

Since May 2017 we have issued hundreds of customer loyalty cards with many customers now enjoying savings on their everyday purchases at Brundall Home Hardware. During 2018 we plan to offer special discounts for loyalty card holders but to be able to do this we do need your email address to be registered. When you next visit the store please check with staff that we have this information on our records.



Card Payment Processing

During January/February I am hoping that we will be able to make improvements in the way in which we take card payment at our tills. This should hopefully speed up the process for both staff and customers. We are also hoping to take advantage of some new card processing fees organised by the Horticultural Trade Association, of which we are a member. If all goes according to plan the most cost effective means of payment will be **Debit Card**.

