

Product Highlights

For Q1

easyGrow

easyGrow™ bedding plants using Teabag Technology™ were launched in April 2014

summer bedding plant packs: **+35%** YOY
2.7m packs of easyGrow™ sold vs 1.64m of polystyrene packs in 2013



Mother's Day Orchid

We sold **70,078** of our special two stem Mother's Day Orchid in the week leading up to Mother's Day



Fencing

Fence panel sales **+86%** after the storms earlier in the year

So far this year we've sold **326,000** panels which is approximately **370 miles** of fence, or enough to get from Southampton to Dumfries



Deckboard

We sold **145,045** deck boards in one weekend



Leisure Furniture & BBQs

So far in 2014 we have sold **96,000** BBQs – that's enough for everyone in the Maracana stadium in Brazil

Gas BBQs **+22.4%**
 Charcoal BBQs **+42.8%**
 Parasols **+57%**
 Rattan and resin furniture **+58.8%**
 Metal furniture **+35.5%**

New for Q2

B&Q have a limited edition range of World Cup products which support England including a gnome, BBQ, Gazebo and camping chair



£14

