

Pricing

Over 3,500 prices lowered – funded by growth in sales and sourcing savings

Simplified pricing in-store with rounded £ prices and clearer point of sale



Marketing

'Unleashed' new advertising campaign, reviving the iconic bib and bucket

Distributed 48 million new monthly leaflets to highlight value, micro seasons and range



'Doorbusters' introduced to drive footfall

50,000 orchids sold over a weekend

250,000 £1 paving slabs sold on one day

32,000 Relaxer Chairs sold in 1 hour – 8 every second

65,000 bags of 7kg charcoal over a weekend



Highlighting unbelievable value with Top 50 Core Essentials

Sales of Top 50 'Core essentials' +27%

Bestsellers include: Masking tape (+113%), Polyfilla (+50%), Floor Mop (230%) & Flexi Tube (+318%)



Innovation

easyGrow bedding plants launched in April 2014, replacing polystyrene packaging

Volume sales of easyGrow +24% in H1 (+1.48m)



Seasonal trends

Total horticulture sales H1+2%

Bestseller Lavender Hidcote +35% (H1 2014 v H1 2013)

Azaleas +9% (H1 2014 v 2013)

Hydrangeas +40% (H1 2014 v 2013)



Trade sales strong

Timber Trade +18%
Building Sand Trade +8%
Ballast Trade +20%

