



PRESS RELEASE

Facelift and extended hours boost shop sales

Sales at Butters' in-house shop have been quietly but steadily growing in recent months, and this is set to continue with the addition of an extra day's opening on Mondays.

Originally just a staff shop, the factory outlet is now attracting members of the public from the local area – and during the Christmas trading period, around 150 sales were logged in one day.

The shop, which serves as an outlet for end-of-line items, has now been given a display makeover and there are plans to introduce additional lines this year.

Glyn Cox, who has been overseeing the shop since last September, says the outlet has a two-fold benefit to the company – adding sales and helping footfall.

He added that it also gives invaluable insight into consumer tastes – and there are plans to exploit the panelling potential of the shop by trialling new products there this year.

The shop's opening times for 2011 are Monday- Friday 10am – 4pm, and Saturday 9am-12.30pm

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