

# HARDWARE

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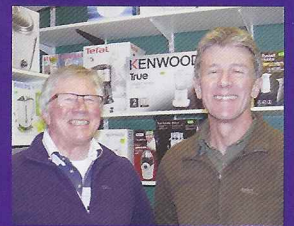
**POUNDLAND  
MOVES INTO DIY**



The new tools and essentials, backed by Tommy Walsh, will sell for £1 each

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**THROUGH THICK  
AND THIN**



Founded in 1898, Webber & Sons has had to continually move with the times

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**TOTALLY AWESOME**



Great new products to see in Coventry

P12

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# Totally targets top 250 independents

In a new initiative for the 2015 Totally shows, Totally Diy and Totally Tools, the organising team has put together a new hospitality package aimed at 2014's top spending independents. Each invitee will be able to enjoy a day at the show, including a sit-down lunch, a night's accommodation and a seat at this year's DIY Week awards evening which takes place on Monday, February 16.

"With the shows now co-located with the DIY Week Awards evening, it made sense to offer the UK's leading independent retailers an opportunity to be part of this key DIY & tools industry event," explained Paul Grinsell, show director.

"We have worked with our supporting retailer organisations, the British Hardware Federation, Home Hardware, Mica Hardware and Stax, and identified the 250 top spending independents of 2014 whom they think would enjoy and benefit from attending the show and the awards evening."

Other initiatives for this year's event include an Innovation Zone aimed at inventors and companies with brand new ideas and products that have never been sold through DIY retail outlets in the past. The zone, which is being hosted by the British Home

## Meet the British Hardware Federation (BHF) team

Find retail advice and support for your independent business on stand J18. The BHF, the specialist hardware division of the British Independent Retailers Association (bira), will be offering retail advice and support that will help your business in many ways; reduce your business costs, connect you to others in the industry and provide back-up in areas such as legal requirements.

Enhancement Trade Association (BHETA), will offer hands-on support to all the participants ensuring they make contact with appropriate people and companies already in the industry who may be interested in helping them to get established in the sector.

Exhibitors in the zone include Birmingham Innovations, Fredson's Ltd, Jamm Products, Marxman Pen, MBM Metal Box Mender and The Ladder Buddy.

Other new names added to the 2015 exhibitor line-up now include Coleman Bros, Castle Clothing, Ningbo Magnetics Factory, UK Tool Mart, Wilsons of Colchester and Tristar UK.

Paul Grinsell commented: "Even this short list of exhibitors demonstrates the breadth of the product offer available at this year's shows! These companies supply a great array of wall coverings and decorating accessories and sundries, quality ranges of workwear, hand and power tools, fasteners and fixings and a whole range of magnetic holders, tools and storage ideas! Visitors will certainly have plenty to see and think about adding to their own retail offers at the shows."

w: [www.totallydiy.com](http://www.totallydiy.com); [www.totallytools.co.uk](http://www.totallytools.co.uk)