

EUROPLANTS UK LTD RELAUNCHES RANGE OF TUSCAN TERRACOTTA

Europlants UK Ltd has announced that in response to sales trends it is re-launching its range of terracotta pots. The company, better known for its supply of specimen plants, has always supplied pots but is now giving the category more focus.

Renato Canale, Europlants' MD explains, 'Recently we have consolidated our supply chain and renegotiated terms with our suppliers. In return we will be giving terracotta, which in a way has always been left to sell itself, a greater emphasis. In practice this means we have simplified and improved our range to the focus on best selling lines, halved our lead times, dropped our prices and made it a great deal easier to buy pots from us'.

Europlants will be holding considerably more stock and is looking to supply the landscape trade through its wholesale customers and own Cash & Carry site at Hatfield.

Those interested in finding out more should contact Europlants directly on 01707 649996 or visit the website: www.europlants.net