

WELCOME

Welcome to **Pro-retail 2009**! The buzz has been growing at Palmer and Harvey over the past few months in the run-up to this great event, that's more than just a trade show – it's a total industry event – and now, finally, Pro-retail has arrived. We hope the show will be a **source of inspiration** as it brings together a diverse range of retailers and suppliers with one united goal: to help take the retail trade to **new levels of professionalism and profitability**.

Independents are faced with increasingly tough competition and customers expecting ever more value and choice. Add to the mix the toughest economic climate that the UK has experienced in over 70 years and you'll quickly realise that Pro-retail is even more important than ever before.

There is a huge opportunity to increase business and improve profits, even during the recession, but the independent retailer must be given the tools to grab the bull by the horns. This is why we have made sure that Pro-retail 2009 will provide the perfect platform for forward-thinking retailers and manufacturers to share new ideas and learn more about the latest product and merchandising trends.

We have brought together the best minds in the business to create "real-life" store layouts exclusively for visitors to this year's show. These dedicated category zones are jam-packed with innovative ideas that will help Independents boost sales and profits; they also provide vital



As the UK's no. 1 wholesaler, we understand that life as an Independent is not easy and we hope that Pro-retail reflects the depth of our **on-going commitment** to our retail partners.



insight on the most profitable ranges and very best merchandising principles for today's retail environment.

Palmer and Harvey's commitment to our retail partners extends beyond the annual Pro-retail show. We have been working hard to roll out our brilliant new Partnership Plus growth pack for independent retailers. Come along to the Palmer and Harvey stand at the front of the hall to find out how Partnership Plus can help increase your sales by providing a level of customer support in line with the expectations of larger shops and chains.

We're also very excited about the unveiling of a new-look for our flagship Symbol offer, Mace, which is celebrating its 50th

anniversary this year. The revamped Mace has entered a golden age that will provide our members with the tools to compete with local rivals.

We really hope that you will enjoy the show and, more importantly, take away a wealth of ideas to allow you to develop your business and improve the bottom line.

We look forward to meeting you at the show.

Chris Etherington
Chief Executive of Palmer and Harvey

PRO-RETAIL 2009:

PROMOTING IN-STORE EXCELLENCE

SHOWCASING THE PERFECT CONVENIENCE STORE

We know you have to be smart in how you manage products and space, in order to squeeze every drop of profit from your store.

So with our wealth of retail knowledge, we've brought together the best minds in the business to create "real life" category zones in a dynamic showcase for Pro-retail 2009. Now you can walk through our dedicated product zones for Confectionery, Soft Drinks, Crisps & Snacks, News, Household, Grocery, Alcohol, Chilled & Fresh and Frozen – and get the perfect store experience.

These dedicated category zones show our retail partners the most profitable ranges for today's Convenience store and reveal the very best that modern merchandising has to offer.

MACE: The Golden Age

To celebrate 50 years as a successful Symbol group, we are proud to introduce the exciting next-generation Mace store at Pro-retail 2009. The new-look Mace promises to take us into a golden age of retailing and you can be among the first to see the complete, new Mace package and learn about the dedicated marketing support for our flagship Symbol brand.



PALMER AND HARVEY & YOU: THE BUILDING BLOCKS FOR SUCCESS

Visit our stand at the front of the hall to find out why Palmer and Harvey is the professional partner for modern Independents, whether you run a small CTN (Confectionery, Tobacco, Newsagent), Forecourt or large Convenience store. You'll find out more about the tools and support that our ONE-STOP SHOP service offers to enable our retail partners to compete effectively...