



# Meet the Staff

## Case File

Name:  
Laura Dick  
Job Title:  
Buyer



No. of years working for CB Imports:  
2 years in January

### What do you love most about your job?

The variety of tasks I do from day to day is a great aspect of my job. No two days are ever the same due to CB now doing such a wide range of items. I also get to experience many sides of the business, from selling at Trade Shows in Harrogate and the NEC, to buying in the Far East.

### What's in your CD player at the moment?

The new Oasis album. I want to be able to sing along when I see them in December!!

### What's going to be big in 2006?

I'm really excited about the pottery ranges that we are bringing in for 2006. We have found some fabulous larger, more expensive decorative ranges, as well as maintaining and improving on the cheaper basics that are still in big demand. CB pottery continues to go from strength to strength. Our range of high quality glass continues to expand, with many new styles available in 2006.

We have tried to cater for all tastes, with everything from new practical vase styles to glassware for the more adventurous customer. We have also expanded our dried range with some fabulous new Solar Flowers. I get excited about all our new products, so I could go on and on..... and who knows what we'll find on our next buying trip!

### What's your New Year's resolution?

My New Year's resolution is to only spend my money on things I really need. I fear it will be about as successful as it was in 2005, 2004, 2003...



# Welcome to Debbie

This season CB Imports are welcoming Debbie Moir into their team. Debbie joined the sales office in November and is enjoying being part of CB Imports' bustling office.

Welcome, Debbie, from all at CB Imports!



# Who are CB Imports?

A dedicated team of representatives, salespeople, marketers and buyers are the people that keep CB Imports alive and kicking. With a head office in Leeds, West Yorkshire, and field representations based all around the UK, CB Imports stretches its tentacles from coast to coast, meaning that even the most remote trader has access to their huge range of top quality, low priced products.

## One Man and His Van

CB Imports' Sales Representatives are men on the move. Each representative has his own area of the UK to cover, with Paul and George operating from a showvan.

**Duncan Farnhill** - North of England and Wales

**George Bowman (showvan)** - Scotland, Ireland and parts of North of England

**Mike Clarke** - South East

**Paul Rodgers (full showvan)** - Various regions

## Sales Office

The girls in CB Imports' sales office operate from the headquarters in Leeds. They take the orders, arrange the deliveries and help with any queries.

**Jackie Murphy, Debbie Moir, Sue McMahon, Zoe Norcliffe.**

**Sales Office Direct Line: 0113 307 4040**

**Sales Office Email: sales@cbimports.co.uk**

## Showroom

**Shirley Cannon** - Showroom Manager

**Showroom Direct Line: 0113 307 4066**

**Sales Office Email: showroom@cbimports.co.uk**

## Changes in 2006

CB Imports' sales team and representatives are working hard to do the best by their traders; aiming to keep up the good work in some areas and improve in others for what they are hoping will be their best year yet. After receiving huge response back from the survey that CB Imports sent out a few weeks ago, asking for trader's points of view on the company's products and services, the CB Imports team are now busy compiling results and beginning the lengthy process of seeing where the business is getting it right and, more importantly, where they are going wrong. From the responses received, CB Imports knows that many of its traders don't feel that they are getting enough individual attention and this is a matter the team are addressing with haste, trying to ensure that in the future each trader is contacted on a rotated basis, according to each trader's preference. This is a move that CB Imports are excited about making but they are also aware that this may take some months to establish, with each representative covering a huge area of the UK on his own.

Customer service is also coming under the spotlight, and again this is something that the team will be focusing on improving within the coming months. CB Imports cares about its traders and their businesses, and have taken on-board the feedback they have received and are committed to providing the best service and products possible.

Thank you to all those that responded to the Customer Feedback Survey.



CB Imports plc

# CB IMPORTS news

INDUSTRY NEWS AND VIEWS FROM CB IMPORTS / ISSUE 3



## Spring Fair 2006

5th to the 9th February sees the Spring Fair blooming once again in Birmingham and, as always, CB Imports will be showcasing all the hottest products in **HALL 4, STAND D16/E15.**

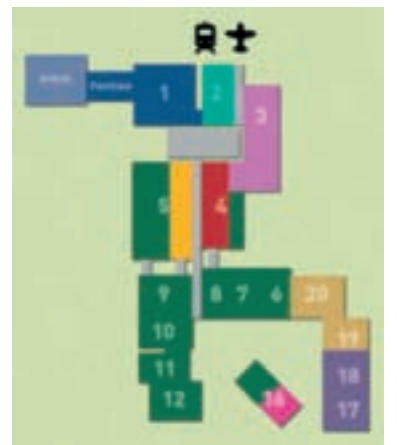


After another international buying trip, CB Imports can't wait to show the world their fantastic new products – set to dictate trends to the nation for the next twelve months – at the Spring Fair.

This world renowned gift & home event was recently recognised by the Association of Exhibition Organisers as the UK's number one event. It's not surprising really as the Spring Fair pulls in a massive 80,000 trade buyers and 4,000 exhibitors each year, with both buyers and sellers committed to attending the event year in and year out because of its high importance and impact on their trading year.

"At this year's show," says the Spring Fair's official website, **springfair.com** "Eleven powerful product sectors guarantee visitors an unbeatable choice of profitable ranges. From contemporary to the traditional, there are buying opportunities that can't be beaten."

The eleven sectors consist of **Gifts, Greetings, Jewellery, Housewares & Tabletop, Gallery, Toys, Volume, 'Discover'** (fresh, innovative gifts, toys, jewellery and home accessories) **Garden & Living**, and, of course, **Festive** - a fantastic range of Christmas & seasonal decorations, florist accessories and artificial and dried flowers.



CB Imports are in the 'Festive' sector, situated in Hall 4, with many brand new ranges including an amazing array of festive products, as well as all new pottery; giftware; glassware; artificial flowers, greenery and plants; dried products; candles and sundries.

For more about the world renowned Spring Fair, call 0845 051 2610, e-mail info@emap.com or visit www.springfair.com



# Harrogate 1st Fair



Recognised as the leading events for Christmas buying, Harrogate 1st Fair is drawing ever nearer and CB Imports are getting ready to launch their new Christmas 2006 collections from **STAND D24** at the forthcoming event.

Held from Sunday 15th to Thursday 19th January 2006, Harrogate 1st Fair gives the buyer everything possible for the perfect Christmas. With around 200 exhibitors covering 17,000 metres of space it's a great opportunity for independent retailers, mail order buyers, garden centres, promotion agencies, department stores, wholesale and volume buyers to source the latest and hottest lines available.



CB Imports will be at the heart of it with their stand, selling many new lines of Christmas including artificial flowers and greenery, ornamental Santa's, snowmen, reindeer plus many more brand new products from all around the world.

To find out more either call HITF Ltd on 01932 240 130, e-mail [info@harrogatefair.com](mailto:info@harrogatefair.com) or visit [www.harrogatefair.com](http://www.harrogatefair.com)

# Autumn Fair Review



Birmingham's NEC bustled with over 35,000 buyers and visitors for 2005's Autumn Fair. The event, held from the 4th to the 7th of September, was indeed the impressive buying extravaganza it promised to be, but CB Imports and thousands of others found the heat in the venue unbearable, which unfortunately took away a lot from this year's event.

CB Imports, who displayed their huge selection of Giftware, Christmas, Pottery, Glassware, Silks and Sundries from stand 4E04/F05 situated in Hall 4, still had a successful show, although the temperature was forcing customers to leave the stand and indeed the venue in droves, due to inadequate air conditioning and cooling facilities.

CB Imports will be exhibiting at the 2006 show and are confident that the event organisers and venue will not allow such problems to arise again.

# What's new this season?

Back by popular demand are the incredibly popular Florist Vases; a large range of practical vases in many styles and colours. Not only is this range back in and on the shelves, but they're also now available in three new colours; blush, black and aubergine. With eight colours and eight styles to choose from, you'll never be at a loss for an attractive way to arrange your cut flowers again.



Also new in this season is a fabulous selection of Black Box Gift Pottery. The range comprises of six separate designer sets, each set is packaged in a very attractive box and material lining. Included in the range and available in four different colours is a teapot set, a cream jug & sugar-bowl set, a gorgeously presented teabag holder, spoon rest and hors d'oeuvres plate, plus a gift box containing four small cups and saucers. The colours/patterns range from soft coffee tones and dreamy creams through to burnt oranges and caramel swishes. These sets carry huge profit margins for giftshop and garden centre traders – with prices starting at just £0.99 (ex VAT) – these attractive ranges are sure to be a hit, so hurry before stocks run out!

Also new in this season is a distinctive range of rattan products. Natural and stylish, the 'Tangled Weave' range comprises of various sizes and styles of vase, a two piece chest set, a magazine basket, three piece storage baskets, a laundry bin, and a two piece set of nesting tables. With their loose, curly weave over a thick wire frame, these products are great to work with and will complement your customer's environments; be it either traditional or modern.



# Dried flowers with a difference

As of Mid January 2006 CB Imports will be welcoming a brand new range of dried solar flowers into their ever-growing collection. 'Capella Flowers' are uniquely constructed contemporary flowers available in modern colours and various sizes & types.

Solar plants are a very special kind of water plant which only grow in the rainy season in a land far, far away. Solar plants flourish amongst rice until they are 1-2 meters high before a picker goes through the rice farm and harvests them. After they are harvested, each stem is dried out in the sunshine for three days until they become brown and dried.

Then the stems are cut and peeled with a very sharp knife to make the petals of the flowers, before the petals are assembled to complete each different style of flower. The farmers and pickers responsible for these wonderful products say: "Take care of these flowers and enjoy their beauty for many years." Each Capella Flower comes with a label explaining how they are created.

CAPELLA FLOWERS WILL BE AVAILABLE FROM JANUARY 2006 ONWARDS



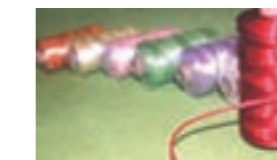
# Coming Soon!

Look out for CB Imports massive lines of greeting cards, new for this season. With many occasions covered including Valentines, 'Love', Mother's Day, Baby, and a wide range of diverse sympathy cards (Mum, Dad, Son, Daughter, Auntie, Uncle, Brother, Sister to name but a few), CB Imports' new ranges are contemporary and with adequate space for writing. CB Imports will also be stocking flame retardant spray as part of their ever expanding sundry product section, which will be available shortly.



## Waterproof Folio Netlon Ribbon

Every florist's dream! CB Imports is proud to introduce their new range of waterproof Folio Netlon Ribbon. Because this ribbon is waterproof there'll be no more worries of colours running, watermarks or unsightly stains. Folio Netlon Ribbon is available in pink, yellow, lime, lilac, cerise, ivory and white in both 30mm x 25m and 50mm x 25m sizes, with prices varying between £1.99 (ex VAT) for the 30mm reel and £2.79 (ex VAT) for the 50mm reel.



## Tubette Thread

Tubette Thread is a satin-feel tube ribbon available in orange, ivory, pink, light green, lilac, white and red. Perfect for floristry decoration and craft purposes, tube ribbon can also double as a fancy kind of 'pipe-cleaner', with it being possible for metal bendy wire to be placed inside to manipulate the tubette thread into shapes. Reels are 75m's long and CB Imports price is £1.39 (ex VAT).



## Folio Lurix Thread

Lurix ribbon is a hot new product that is 'bound' to fly off the shelves in a hurry. These incredibly attractive 5mm x 25m ribbons comprise of vibrant coloured outer weave and clear plastic inner weave, giving the overall appearance of a bold and crisp ribbon that will complement any stylish design. At just £0.99 (ex VAT) a reel, and colour choices red, pink, lilac, yellow and orange to choose from, you won't look back after ordering Folio Lurix Thread.



## Multi-coloured Jute Reel

New to CB Imports this season is a range of multicoloured twine. Available in four attractive 125g combinations (purple/pink; purple/lilac; yellow/lime; orange/yellow), and with prices at only £0.49 (ex VAT), it's the ultimate in woven ribbon for the season ahead. Also available is Jute natural twine in burgundy, red, terracotta and lime green colours.

## Plastic Designer Bowl and Plastic Balmoral Bowl

The new Designer Bowl is available in green or white. With a circumference of 32cm and a price tag of only £1.65 (ex VAT) these prove the ideal bowl for Spring bulbs. Along the same lines is the Balmoral Bowl; which is slightly larger at 37cm and available to buy from CB Imports at £1.95 (ex VAT).



## Folio Satin White

White and Ivory Folio Satin reels are now available from CB Imports in various sizes. With prices starting at £0.99, these ribbons are a 'snip'!

## Folio Plastic Saville Bowl

Available in packs of five for £1.99 are the new Folio Plastic Saville Bowls. Available in green, black and white, these bowls are perfect for your bricks.



## Green Wire Bucket Extender

Allow your lilies and other heightily flowers to stand tall with CB Import's fantastically priced Green Wire Bucket Extender. At only £1.29 per piece, the extenders (product number 283222) will certainly 'extend' your budget!